

#AdriaGlamping

special edition

20 | 03
23

CLOSER TO NATURE



#ADRIAGLAMPING MAGAZINE

Issue 6, 2023

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CLOSER TO NATURE

"An unforgettable 20-year journey of exceptional mobile home craftsmanship, designed to bring you *closer to nature*."



As Adria Home celebrates its 20th anniversary, we take pride in our contributions and achievements in the mobile home industry. Our journey started in 2002, and with the production of our first mobile home, we set the standard for quality and innovation. Since then, we have continued to push the boundaries and offer exceptional value to our customers. We produced over 20.000 high-quality mobile homes in the past two decades, demonstrating our commitment to excellence in design and product development.

Our products are now available in 30+ countries, with more than 500 campsites and resorts featuring our brand. As a leading player in the industry, we understand the importance of shaping the future of tourism responsibly. This includes supporting local communities, providing safe employment, and promoting sustainable development. We are proud to take proactive steps to address these challenges for the common good of tomorrow.

Uroš Mavretić
Sales and Marketing Director

“

I am proud of our success in the mobile home industry in five key EU markets. Our high-quality homes have earned us a loyal customer base and prestigious awards like the Red Dot. I am excited to continue innovating and pushing boundaries in the years to come.

”



“

Our employees' commitment and innovation in digital transformation have made us a leader in the industry. We are proud to have been recognized with two Slovenian national awards: Zlata Nit for the best employer in Slovenia, and GoDigital for the first-ever best digital award for Digital Twin - LPM (Lean Process Management), both for 2022.

”



CELEBRATING 20 YEARS OF EXCELLENCE IN TOURISM INDUSTRY

Adria Home is proud to design the concept for future mobile buildings, creating innovative, sustainable, and efficient solutions for mobile living that set us apart from other manufacturers. Today we are a leading player in the mobile home industry, present in five key EU markets: Croatia, Italy, Austria, Germany, and Benelux. Our high-quality mobile homes have earned us a loyal customer base and a respected position in the industry. Thanks to our hard work and right strategy, we achieved record sales in the last two seasons, the highest added value per employee in the industry, and an average annual growth rate of 20%.

Our exceptional product design has earned us prestigious awards such as the Red Dot Best of the Best award for our XLine model and the Red Dot Product Design award for Aurora, as well as innovation awards from the Slovenian Chamber of Commerce. In addition, we are proud to receive two Slovenian national awards. Zlata Nit for the best employer of Slovenia, and GoDigital for the first-ever best digital award for Digital Twin. These two awards recognize our employees' commitment and innovation in digital transformation, helping us maintain our position as a leader in the industry.

As we celebrate 20 years of success, we want to thank our customers, partners, and employees for their continued support. We are excited about the future and remain committed to leading the way in mobile home design and innovation, always ensuring the highest levels of quality and customer satisfaction.

Marta Kelvišar
Managing Director



Uroš Mavretič
Sales and Marketing Director




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THE 20.000TH MOBILE HOME IS A SUNLODGE FOR ACSI

We are delighted and honoured that the 20.000th mobile home was part of the project of our long-term partner, the Dutch company ACSI Touroperating B.V. At the official handover, we requested a brief interview with the CEO, Mr. Ramon van Reine.



What does ACSI stand for and how important is SunLodge within your company?

ACSI is Europe's leading camping specialist, providing campers with a great holiday experience at campsites that suit their needs. Since 1965, we have been producing camping guides and offering much more, including websites, apps, and the CampingCard ACSI discount card for the low season.

Suncamp is the tour operator branch of ACSI and offers complete camping holidays at quality campsites in Europe. Campers can also choose our own luxury accommodation, the SunLodges. A SunLodge is always spacious, comfortable and stylish. Adria is our partner in the development and production of the SunLodges.

ACSI's expertise in camping and campsites means that when booking a holiday with Suncamp, campers receive excellent service and appealing extras. ACSI can help guests find their ideal

campsite with targeted guidance through messages to their CampingGurus, available 24/7. Once on holiday, guests can receive tips about the region through the whatsapp service Anna.

What is your experience with Adria Home?

We are very pleased with the collaboration with Adria Home. The short communication lines are appreciated in particular. During the corona pandemic, we went through a rough period and Adria had suggested it become a cooperative partner. That has also made our bond stronger.

Moreover, Adria delivers quality. The production process of our SunLodges is almost flawless. And should a problem arise, it is always resolved quickly and adequately.

As one of the few tour operators, we do not opt for the standard model mobile home, as our SunLodges are custom-made. We appreciate that this scope is

there in the cooperation with Adria. We design the floor plan ourselves and choose the materials that fit with our corporate identity. In addition, we feel it important to use high-quality A-brands, such as refrigerators from AEG and taps from Grohe or Hansa.

Why has ACSI chosen to collaborate with Adria Home?

The excellent personal relationship with Adria Home ensures that our collaboration is a pleasant one. Of course, the collaboration also has a business side to it, and we have settled on a good price agreement. But the personal relationship is a huge plus for us.

In addition, we always like to visit the factory when our units are on the production line. Every time we visit, we are amazed by the friendliness and professionalism of the employees. Due to the professional working method and eye for the detail, our SunLodges are always delivered with high quality.



How do customers react to the Adria product?

Our customers are always very enthusiastic about our accommodation and notice that an Adria mobile home is different from a standard mobile home. Customers from other organizations regularly want to take a look at our site and are pleasantly surprised. The best reactions are those from the children who are blown away by the unique wildlife wall posters.

The formula for the success of our type of accommodation is that we combine Adria's quality products with our own inventory. For example, we provide our own taps, round sinks, wooden chairs, luxuriously upholstered sofas, and headboards for the box-spring beds. This ensures very satisfied customers.

In your opinion, what are the main changes within the camping industry and what trends do you see for the future?

We notice that the corona pandemic has had an

impact on the holiday behaviour of people. Now especially, more and more people are seeing the advantages of camping. Being outside, having a bit of privacy and being able to go where you want with your own camping equipment. This makes camping more and more the holiday form of our time. Moreover, the ecological footprint is considerably smaller, and campsites are pre-eminently a holiday spot where you connect with nature.

Where people used to fly to the sun, we are now seeing more people going camping. Sometimes with their own tent, caravan or motorhome, but often in a luxury tent or accommodation on a campsite. Thus, this new target group often consists not of traditional campers but of holidaymakers that expect that extra comfort and service. Even on a campsite. And they are prepared to pay extra for this. Thanks to the cooperation with Adria, we can offer this high level of comfort. The growing number of camping enthusiasts and the various target groups make me very positive about the future of the camping industry.

Adria delivers quality. The production process of our SunLodges is almost flawless. And should a problem arise, it is always resolved quickly and adequately.

HIGHLIGHTS 2024



reddot winner 2023

AURORA TWIN 908 F31T

The Aurora Twin series was first introduced in 2021 and immediately garnered enthusiasm, especially in northern markets. With the 908 F31T model, we have taken this level even higher. We have taken the best from the world of sustainable living and tourism. The design and details are of great importance and must serve the user exclusively according to the purpose of the home. With unique solutions and a new architectural logic, we are opening up a new segment in luxury tourism.





SKY TWIN

The Sky Twin modular house boasts a modern, minimalist exterior design. The house's lines are diagonally arranged, creating exceptional aesthetic appeal and giving the house a unique and dynamic character. Designed with a modern aesthetic and a special exterior design, with a focus on functionality. The house is composed of two modules, with a connecting patio that serves as the heart of the home.





INTRODUCTION OF THE SALES AND MARKETING DEPARTMENT

The Sales and Marketing Department is one of the key functions of every company and is responsible for selling products or services to customers. The sales department deals with developing markets and strengthening relationships with partners and customers, as well as implementing marketing strategies that promote demand for products and services and increase not only sales but also the company's visibility.

In addition to the Sales and Marketing Director, the department consists of regional managers, a product manager, an interior design architect, and a back office, which is actually the life force of the company. The tasks of the sales department include acquiring new customers, managing customer relationships, conducting marketing campaigns, preparing sales presentations, negotiating with customers, monitoring sales trends, and analysing sales results. The back office and part of the marketing team are presented in the photograph.

The sales department also collaborates with other departments such as marketing, production, finance, and IT to ensure that the products or services offered by the company are suitable for the market, accessible to customers, and delivered on time.



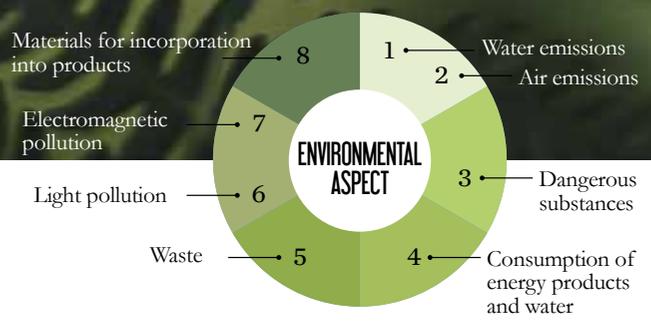
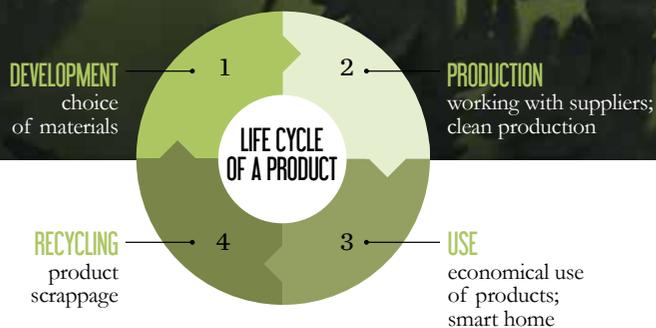
Sustainability & Environmental CARE

We are committed to environmental sustainability in order to prevent and reduce the negative impact on the environment. By complying with environmental requirements, we want to give the present and future generations a chance to live in a healthy and clean environment. Conservation of nature and respect for the environment are among the fundamental values that have long been part of the corporate culture of Adria Home. These values are inextricably linked to the company's business, which has for more than 20 years been focusing on mobile accommodation.

OUR SLOGAN

CLOSER TO NATURE

GUIDES US TO LEAVE A MARK IN EVERY SINGLE ONE OF OUR PRODUCTS.





GO DIGITAL 2022



We are the proud recipients of the Go Digital award for the best digital project of the year 2022 in Slovenia. Our director Marta Kelvišar, together with the development team, gratefully accepted the award at a ceremony held at Brdo pri Kranju on November 24th, 2022. The project "Real-time Guidance of Workers on the Assembly Line with a Combination of Digital Twin and Artificial Intelligence" was recognized as the best among all the projects submitted by the Slovenian Chamber of Commerce and Industry in collaboration with the Association of Information Technology and Telecommunications. We shared this award with our business partner - Digniteh, in collaboration with Dr. Niko Herakovič, Dr. Hugo Zupan, and Dr. Miha Pipan from the Faculty of Mechanical Engineering at the University of Ljubljana.



BIG SEE PRODUCT DESIGN AWARD 2022



The BIG Institute, which has been awarding prizes for 20 years, has awarded us the BIG SEE recognition and award for the design of the XLine mobile home. In 2022, the BIG Institute celebrated its 20th anniversary and is recognized in Slovenia as an interdisciplinary and international promoter of creative economy. It is a driving force behind the City of Design, the Big Architecture and Design Month festivals, and the Houses and Woodworking magazines.



THE AURORA TWIN SERIES RECEIVED A GOLD AWARD AT THE INNOVATION DAY 2022



At the Innovation Day of the Chamber of Craft and Small Business of Slovenia, which took place on September 14, 2022, in collaboration with the Chamber of Commerce and Industry of Slovenia, the Ministry of Economic Develop-

ment and Technology, and SPIRIT Slovenia, we received a gold award for the project "Development of a modular residential unit for year-round living - Aurora Twin series."



AURORA TWIN 908 F31T RECEIVED THE RED DOT PRODUCT DESIGN AWARD 2023



For the second year in a row, one of our products has received the prestigious Red Dot Award. Aurora Twin is now joining the exclusive club of the world's best brands, allowing us to confidently include it in even the most demanding projects."



BEST EMPLOYER 2022 IN THE CATEGORY OF LARGE COMPANIES!



Adria Home has been named the winner of the 2022 "Zlata nit" selection for Best Employer in the Large Companies category. The award, presented by media company Dnevnik for 16 consecutive years, was accepted by managing director Marta Kelvišar and her team at a ceremony under the honorary patronage of the Ministry of Labour, Family, Social Affairs and Equal Opportunities. Marta Kelvišar emphasized that Adria Home's people-first approach was a key factor in the company's success. "Receiving this prestigious award is truly special," she said. "We all deserve credit for this achievement, as our diligent work and quality approach prove that we are truly the best team."



AWARDS



SLOVENIA

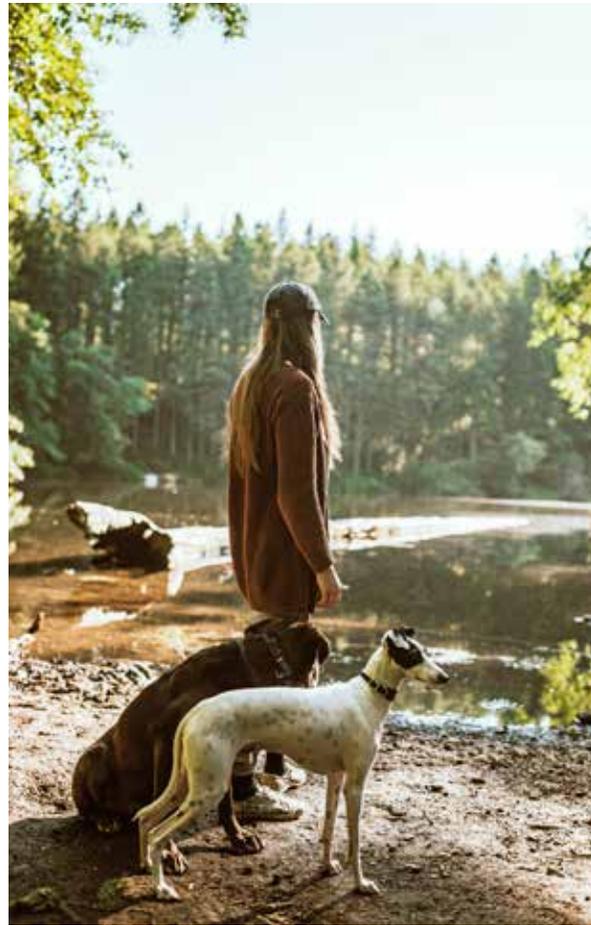
CAMP VELENJE

Dive into the charms of Lake Velenje!

Only a stone's throw away from the city of Velenje, lies Camp Velenje, located on the shore of the largest lake among the trio- Lake Velenje. With the goal of developing the tourism offer in Šaleška Valley and showing people the beauty and charms of Lake Velenje, the camp has been renovated in 2022 and is now inviting its guests for a vacation packed with adventures in nature.

Lovers of summer and water activities will find themselves in a true paradise, where they can try their skills in kayaking, wind surfing, parachute jumping, guided diving, enjoy water SUPs and even try yoga on SUPs. Ball games enthusiasts will also have a zeal at the beach volleyball courts, tennis courts, basketball, and football courts right next to the camp. And if you are in luck and catch the snow days at Camp Velenje, a cross-country ski run is arranged with the perfect views over the idyllic wintery lake.





Velenje, the city of three lakes, lies in north-eastern Slovenia, in Šaleška Valley, surrounded by rolling hills of green trees. As the youngest Slovenian city, built in the 1950s, by hard working and zealous mine workers, Velenje is the perfect example of a modern city, that is conscious to its environment and inhabitants. With sustainable and progressive way of thinking, Velenje is transforming into a smart city, thriving with modern and green opportunities for young generations.



Mobile homes 2022

We are delighted to be a part of the amazing story about people who cherish tradition and care for keeping the tourism alive in their local environment. In the course of the renovation of the Camp Velenje, and reviving the touristic offer by the lake, we have set up eight MLine mobile homes, suitable for 4+2 people. In each mobile home there are two fully furnished bedrooms and bathrooms. Spacious living room and kitchen are the heart of the mobile home, which offers all the luxury for a perfect stay in the nature.



{ 8x MLine 854 B22 }



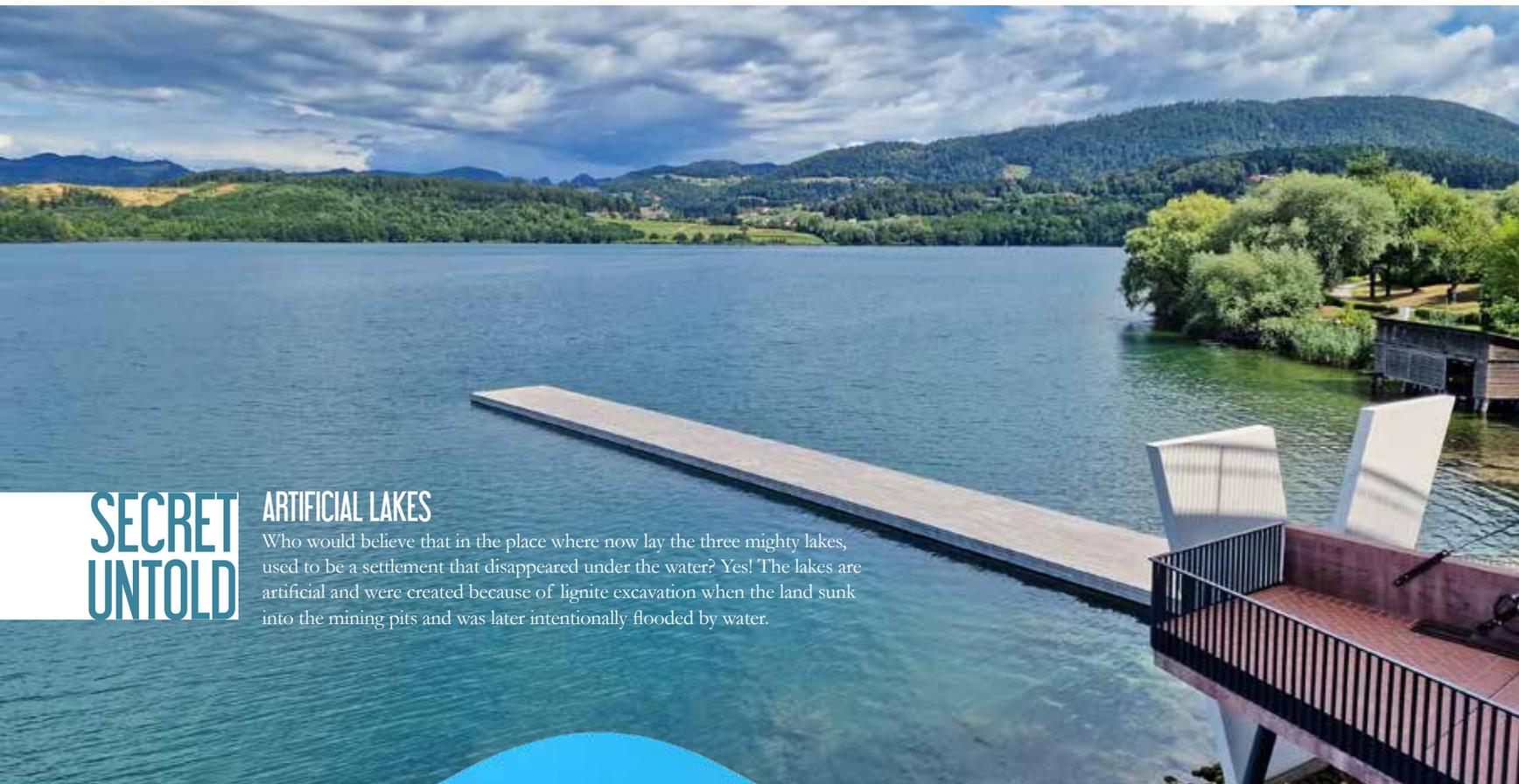
what's ON

JUNGLE BEACH ADVENTURE & CAVE TREKKING

A 'must do' on the Camp Velenje to-do list for the daredevil-hearted, are the Jungle Beach Adventure and Cave Trekking.

Embark on the guided Jungle Beach Adventure on foot or by SUP, to the remote part of the lake, and get to know the vegetation, and spend a day learning how to make fire, getting to know the plants and learn how to survive in the wild.

Experience the indescribable feelings of crawling through narrow corridors of Huda Luknja cave, while the bats flutter past you. With experienced guides you can become a true explorer of the karst caves in the tunes of secret stories, that are only told in the mystic undergrounds.



SECRET UNTOLD

ARTIFICIAL LAKES

Who would believe that in the place where now lay the three mighty lakes, used to be a settlement that disappeared under the water? Yes! The lakes are artificial and were created because of lignite excavation when the land sunk into the mining pits and was later intentionally flooded by water.



LIDIJA CELCER

Camp manager

How would you describe your resort and what kind of experience you offer to your guests?

Our camp opened its doors on July 1, 2022. With the camp, we want to revive tourism in the Šaleška valley in harmony with nature. The camp is located next to the beautiful Velenje Lake, which offers opportunities for countless activities, from snorkelling, windsurfing, diving, etc. We want to attract mainly families who like to be active and love water to the camp and our valley. We are also opening a new restaurant shortly, which will give the camp a special charm and added value. I think that everyone can feel great here, because everyone can find an activity or just disconnect and enjoy the view of the surrounding hills. Our desire is to become one of the most recognizable Slovenian campsites, especially for guests from Germany and the Netherlands.

How was your overall experience with Adria Home like?

The experience was of course positive, because by cooperating with Adria we met our demanding criteria that we want to achieve. We were also pleasantly surprised by the responsiveness of the staff.

What convinced you to choose Adria Home products?

The appearance and equipment of the house itself convinced us to buy it. I believe that the company is quite recognizable internationally, and by purchasing a recognizable brand, we are raising the level of infrastructure and services in the camp. When looking at Adria's mobile houses, guests can see that we are willing to invest in meeting their needs.

What was the reaction of your guests, introducing new Adria products?

The guests were very pleasantly surprised when they arrived at the camp, especially by the appearance and size of the house. They feel that the cottage is spacious and offers a lot for the money they pay to use it. Of course, there were many rumours about what the camp will be like when it opens its doors, and I think that we have met expectations with Adria's mobile houses.

In your opinion, how did the last years change the tourism industry and what trends do you expect in the future?

Since the corona appeared and we were forced to stay at home more, I think people want more freedom and experience nature, which is why camping has become even more popular. People want more and more genuine contact and experience of nature.



AMAZING BITES

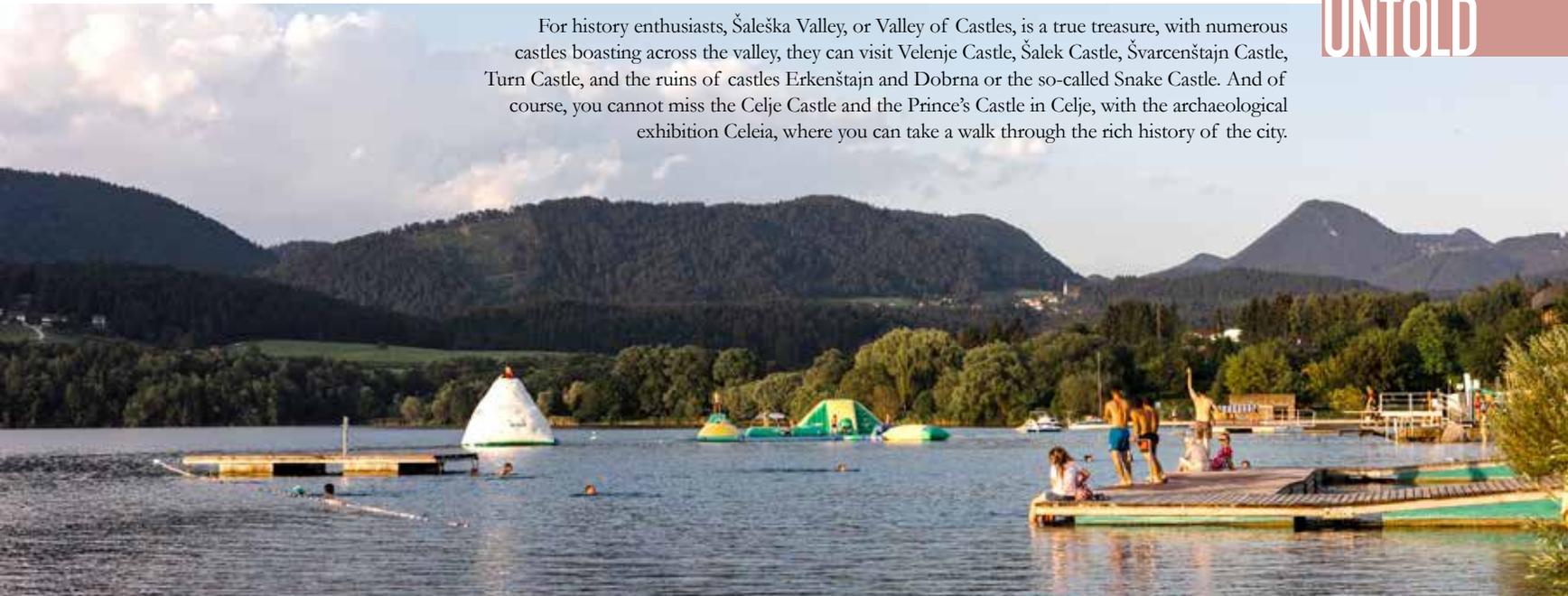
Pohorje Omelette is an omelette like no other. The dessert is always served warm, so it is freshly prepared for you. The airy cake is filled with whipped cream and cranberry jam and sprinkled with fresh forest fruits. The harmony of sweet flavours and colours with the menthol liquor aroma reminds you of the spruce forests of Pohorje.



THE VALLEY OF CASTLES

SECRET UNTOLD

For history enthusiasts, Šaleška Valley, or Valley of Castles, is a true treasure, with numerous castles boasting across the valley, they can visit Velenje Castle, Šalek Castle, Švarcenštajn Castle, Turn Castle, and the ruins of castles Erkenštajn and Dobrna or the so-called Snake Castle. And of course, you cannot miss the Celje Castle and the Prince's Castle in Celje, with the archaeological exhibition Celeia, where you can take a walk through the rich history of the city.



what's ON

EXCELLENT STARTING POINT FOR DAILY TRIPS.

Camp Velenje is a perfect spot for one-day trips. Visit the gardener's park Mozirski Gaj, explore the historical city of Celje, enjoy a pint straight from a beer fountain in Žalec, visit the Mežica mine, or go swimming in Ivarčko Lake or Water Park Radlje by Drava river, with the only biological pool in Slovenia.



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www.camp-velenje.com



CROATIA

BI VILLAGE

Fažana - Every vacationer's Istrian dream

A short distance from Fažana lies the Bi Village Holidays Center, a 4-star resort with a vibrant ambiance that caters to couples and families seeking an active, beachside vacation. With stunning views of the otherworldly Brioni archipelago, the resort offers a wealth of amenities, making it the perfect destination for a memorable camping trip. Strike a balance between relaxation and recreation with the resort's diverse offerings, including an exceptional beach that has been awarded the prestigious "Blue Flag" recognition. Guests can also enjoy a pool complex with a selection of outdoor pools, water slides, inflatables, and water splashes at the Garden pool, which features the fun Spray Park. The resort also boasts an adventure and adrenaline park, a wide selection of restaurants, a rich animation program, a game room, and the highlight, virtual reality activities.





SECRET UNTOLD

KOKI THE PARROT

Koki the parrot, also known as Tito's parrot, Koki, Tito's well-known cockatoo, is a legend on the Brijuni islands. He is a rare exemplar of yellow-crested cockatoos which live up to 100 years ago. Koki became famous after Josip Tito gave him to his granddaughter as a gift for her ninth birthday. Besides the elephants Sony and Lanka, Koki has been the most attractive inhabitant of the islands in the last 30 years.



UROŠ MARTINOVIĆ
Tourism department manager

How would you describe your resort and what kind of experience you offer to your guests?

The Bi Village tourist resort is located in the very south of Istria (opened in June 2000.) The resort offers various types of accommodation, 900 camping pitches, 500 mobile homes as well as 250 apartments. Situated opposite the Brijuni National Park, the Bi Village tourist resort is surrounded by a pine forest and Mediterranean vegetation, not far from the fishing village of Fažana and seven km from Pula, the largest Istrian city.

It is a mainly family-oriented resort, with various services such as three swimming pools, an adventure and trampoline park, three restaurants, beach bar, nightclub, game room, outdoor gym, as well as multiple other sports and animation activities (different animation clubs, sports fields, rental of sports equipment). It is also a pet friendly resort, where animals are allowed on all pitches and certain accommodations.

How was your overall experience with Adria Home like?

Our overall experience with Adria Home is positive. Our main issue was the surroundings of the mobile homes, since we had a time limit when they should be opened, and the vegetation/gardens were not finished. The clients were impressed with the higher end standard of the accommodation.

What convinced you to choose Adria Home products?

The main factor that made us choose Adria Home was the quick delivery and the superior quality of the products.

What was the reaction of your guests, introducing new Adria products?

The guests were very impressed with the standard of the mobile homes.

In your opinion, how did the last years change the tourism industry and what trends do you expect in the future?

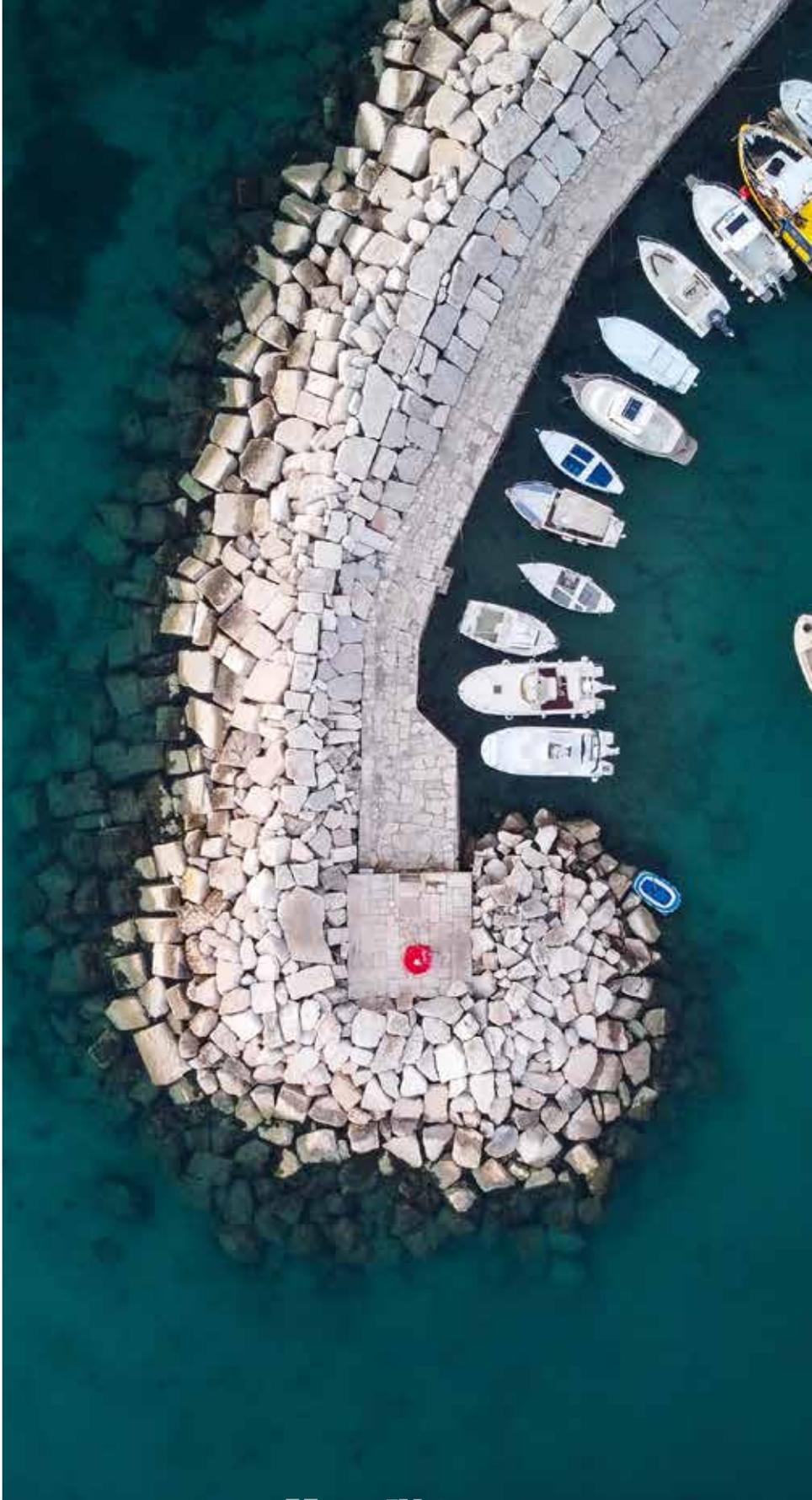
The leading difference in the tourism industry in the last few years is that clients are more focused on spending more time in nature and prefer having more space and privacy, opposed to the standard hotel experience (which resorts such as Bi Village allow since we offer both options).



AMAZING BITES

SARDINES

Fažana is known for the preparation of sardines, cooked by each restaurant in 100 different ways: marinated, breaded, fried, grilled. It should not be forgotten that a good fish dish can only be accompanied by a local wine such as Malvasia and Moscato.





14x MLine 854 F22

Mobile homes 2022

In 2022 we placed 14 units 854 F22 from MLine series in the spacious and well-shaded emplacements in the campsite's area called Lavanda Secret Garden. All units are plastered in a soothing powder blue and feature white PVC fixture. The interior design is a sophisticated combination of grey and minty blue textiles, with a pinch of golden damask cushions in the lounge. Natural wood is a recurrent element, popping out in details such as bedroom closets, living room and kitchen cabinets. The anthracite faux marble countertop and backsplash bring a refined touch. All 14 units come with a nice white pergola and private jacuzzi on each terrace.

Istria's coastal charm is an alluring force that's hard to resist, beckoning travellers to indulge in its picture-perfect shores that seem almost otherworldly. Its exquisite beauty and idyllic setting make it a true surrogate of heaven, drawing visitors from far and wide to revel in its all-year-long allure, especially during the balmy summer months. Istria's exquisite splendour and breathtaking vistas offer a perfect backdrop for a truly remarkable holiday experience that's both enchanting and unforgettable.

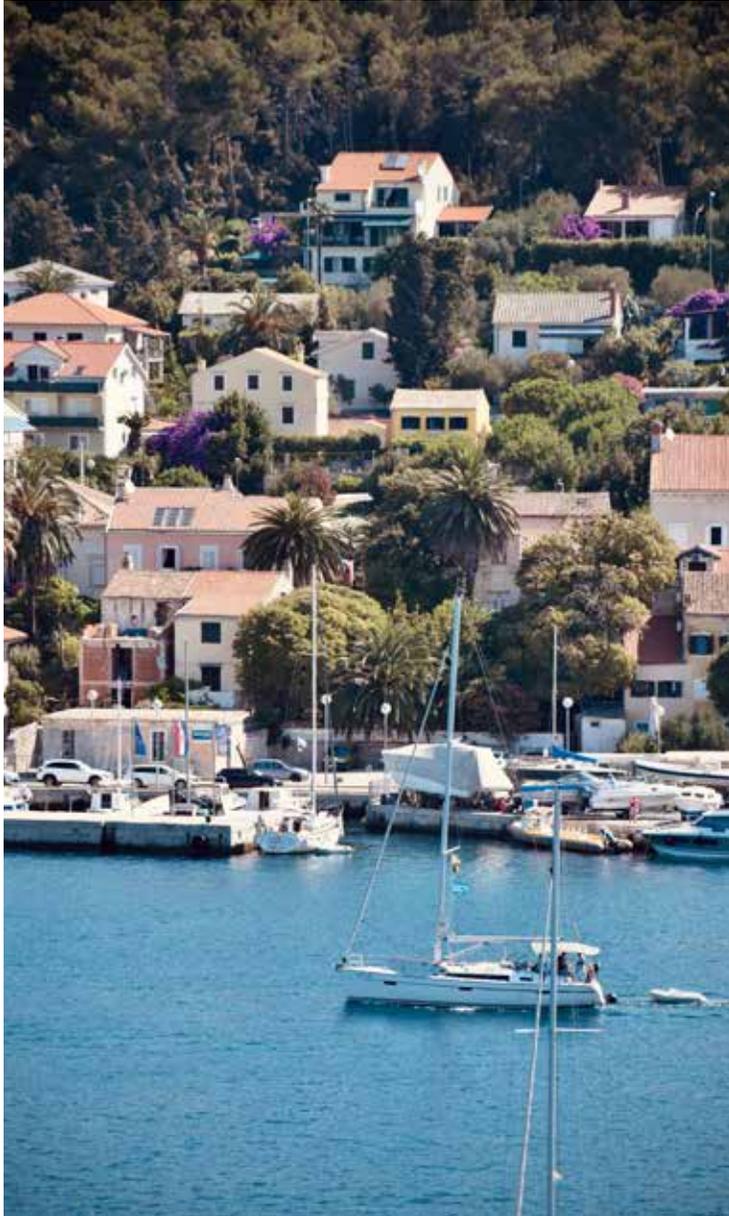


SNORKELING

Behold, the sprawling expanse of Brijuni National Park, a natural wonderland encompassing a vast 3.395 hectares of land and sea. Notably, a significant portion of this area, a staggering 2.652 hectares, is dedicated to the preservation of its glittering marine life. Indeed, the seas of Brijuni are a kaleidoscope of colours, brimming with a dazzling array of marine creatures, beckoning avid snorkellers and divers alike.



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Croatia is a country full of hidden gems, and one such gem is the beautiful Lošinj Island located in the northern Adriatic Sea, in the Kvarner Gulf. This stunning island is known for its emerald and blue waters, breathtaking beaches, and charming intimate bays that are surrounded by ancient pine trees. Lošinj has long been recognized as a climatic health resort, making it an ideal destination for travellers seeking both adventure and wellness. The island is also renowned for its vast array of medicinal plants and herbs, with over 1.200 varieties that have earned it the nickname "the island of scents and vitality." With its mild, warm microclimate and exceptionally clean air, Lošinj is the perfect place to rejuvenate and recover from respiratory issues. Whether you are looking for a wellness retreat or a beach getaway, Lošinj is an excellent choice for your next holiday.





CROATIA

CAMPING ČIKAT

The island of aromas

Camping Čikat is nestled in the picturesque Čikat bay, surrounded by a thick pine forest. It is situated near Mali Lošinj, the largest town of all the Croatian islands. Camp Čikat is the largest campsite on the islands of Cres and Lošinj and is now open throughout the year, offering a winter-sun destination, with plenty of sunshine and clement days offered, in Camping Čikat, any time of year is good for an all-season tan-topping break. So, if the idea of communing with nature and indulging in the perks of a top-tier hotel thrills you, add Camping Čikat right now to your bucket list and get ready to rest in the bosom of Mother Nature.



DEJAN JAKOVLJEVIĆ

Director of camp operations at Jadranka turizam d.o.o.

How would you describe your resort and what kind of experience you offer to your guests?

The combination of natural factors (mild Mediterranean climate, crystal clear Adriatic Sea, picturesque coast, and dense pine tree forest) along with the proximity of the town of Mali Lošinj, have made our campsite Čikat an ideal place for a holiday all year round. We can proudly say that our campsite was one of the first campsites in Croatia that decided to operate all year-round, and every year we record an increase in overnight stays during the winter months, which makes us especially happy.

Through numerous investments over the last few years, we have improved the variety and quality of our accommodation offer as well as additional facilities where we have focused especially on families with children, to make their vacation unforgettable. Our Aquapark Čikat with numerous attractions, diverse animation programs, newly renovated children's playgrounds, and numerous sports activities in the surrounding area, will certainly fill the free time of our youngest campers.

We are especially proud that our investments in quality have resulted in numerous international awards, of which we would like to point out the most prestigious: Leading Camping's of Europe and ADAC Superplatz, which confirm our quality and the dedicated work of our employees.

How was your overall experience with Adria Home like?

From the first inquiries about cooperation to the final placement on site, we were in constant contact with the company's representatives. Our questions and suggestions have been accepted, and we would like to thank you for the pleasant cooperation and professionalism of your team.

What convinced you to choose Adria Home products?

The tradition and quality of Adria Home mobile homes and glamping tents is widely known in the camping world. The philosophy "Closer to nature" was exactly what we had in mind for our new glamping resort, and we have found it in Adria Home Glamping Tents. Safari Loft and Safari (Couple and Family) glamping tents fit perfectly in our pine forest in the immediate vicinity of the sea. I also think that the glamping tents were like the missing piece in the mosaic of our accommodation facilities; and now our mosaic is finally finished.

What was the reaction of your guests, introducing new Adria products?

Already after the booking opening, guests showed great interest in the new glamping offer. The luxury of staying in the comfort of a glamping tent located in a dense pine forest, just a few steps from the sea, is exactly what our guests were looking for and found in the new glamping tents.

Enthusiasm for the new glamping tents is shared by our guests, as we could see from numerous feedbacks - direct conversations with guests, surveys, and comments, but also our employees and company management share the same enthusiasm. This investment turned out to be a complete success.

In your opinion, how did the last years change the tourism industry and what trends do you expect in the future?

Significant positive changes in the camping sector are very visible, both in offer and demand for camping. In recent years, we, the campsites, have been making significant investments in our offer, both in accommodation and in accompanying facilities, to make our guests' stay as comfortable as possible. Also, more and more campsites are turning to sustainable and digital development to maximally rationalize our business processes in favour of nature conservation and development.

On the other hand, big changes are visible in the behaviour and demands of the guests that are coming to our campsite. In addition to our traditional guests, who consider our campsite as their second home, last year's we can also see lot of new faces, new guests that are first time campers and who are about to discover the beauty of camping. Many of them had never even considered staying in a campsite before, but with the introduction of new luxury mobile homes and glamping tents, they changed their minds and fell in love with camping.

Quality and unique experiences are exactly what guests will be looking for in the future. I believe that guests will travel more often outside the main season, and that fact makes us especially happy, because in that way as many destinations as possible will turn to all year-round business (365 days in year) and this will bring back life in local communities and revive our islands even during the winter months.

Glamping tents 2022

The project took place in one of the most attractive areas of the campsite, just a few steps away from the sea. With such a privileged position the choice could not fall on any other series but our most-loved Safari line. 2x Safari M Couple, 6x Safari M Comfort and 2x Safari L Loft Family outshine uber-comfy and luxury hotel's ensuite accommodations and enriched the campsite with an unrivalled glamping area. All lodges are in fact positioned in the shade of centuries-old trees and spot a marvellous sea view from each private terrace. All tents are perfectly equipped to fit from 2 up to 6 people, and ready to spoil all your senses with luxury resort-like amenities.

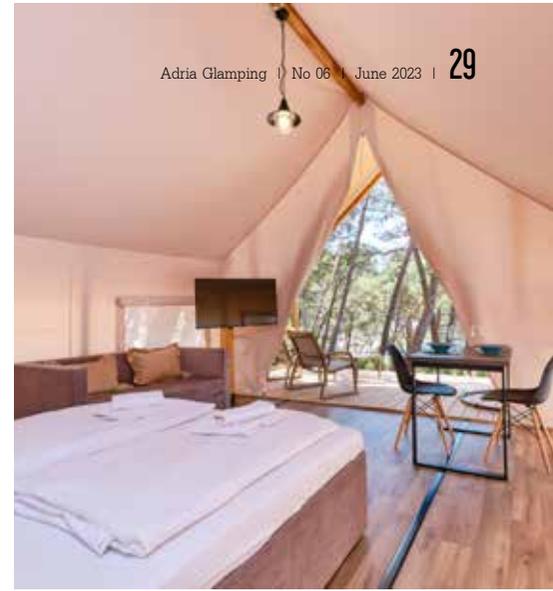
Safari M Couple



Safari M Comfort+



Safari L Loft



2x Safari M Couple
6x Safari M Comfort+
2x Safari L Loft



what's ON

One of the best things to do on Lošinj island is a guided boat trip to spot dolphins. Around Lošinj over 250 bottlenose dolphins swim and the chances of seeing them are very high. You also have a chance of seeing sea turtles, the Atlantic bluefin tuna and groups of cormorants.



SECRET UNTOLD

In the 90s, a 2000-year-old Greek statue was accidentally found on the seabed around Lošinj. After examination and restoration, this turned out to be Apoxyomeos, a bronze statue of the Greek athlete (“the Scraper”), scraping sweat and dust from his body after a competition. A unique find since it’s the only large bronze discovered on the eastern coast of the Adriatic. It is believed to have been thrown overboard in bad weather because of the danger of the ship overturning or as a sacrifice to the gods, for safe passage through the Osor channel.



AMAZING BITES

KVARNERSKI ŠKAMPI

Kvarner scampi are a type of langoustine living only in Kvarner waters, in shallow sea with many freshwater sources. They are distinguished by their light orange or pinkish hue, slender shell, and tender flesh with a rich, sweet taste.



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ITALY

CAMPING PUNTA LAGO

Lake Caldonazzo, the Hidden Jewel of Valsugana.

At the beginning of the Valsugana, a few metres from the beach of the Caldonazzo Lake, in the beautiful setting of the Trentino mountains, Camping Punta Lago is waiting for you to enjoy your holiday in a tent, caravan or comfortable mobile home. It is the only campsite that offers pitches at just a few metres from the shore, with direct access to the lake. The well-groomed greenery, the natural shade and all the facilities that our campsite is provided with, will make your stay an experience that you will absolutely want to repeat. Moreover, the countless sports, cultural events, and entertainment options will complete your holiday.





With its 5 kilometers in length and over 5 square kilometers in surface area, the cobalt blue mirror Lake Caldonazzo is the largest in the region. Its position, at almost 500 meters above sea level, guarantees the exceptionally mild temperatures of its waters - between 18° and 24°C - which makes it one of the warmest lake basins in Europe.

Here, besides enjoying the lake's beauty, holidaymakers are spoiled for choice when it comes to activities. You can find plenty to do, whether it's outing in nature, undertaking hiking trails, or venture along the awe-inspiring 80km long cycle path called Valsugana.



SECRET UNTOLD

Between the end of 1800 and early 1900, Trentino became a much sought after travel destination for wealthy Austro-Hungarians who enjoyed the hospitality of the region, part of the Empire and known back then as the "Italian Tyrol". One place was particularly cherished by the great psychoanalyst Sigmund Freud: Lavarone, with its newly built Hotel du Lac overlooking the mountain lake. In his travel journals, Freud frequently recalls the days swimming in the lake, eating good food, taking woodland walks, and visiting the nearby town of Caldonazzo.

The region of records: this region has more than 300 castles with picturesque backgrounds and settings and 297 lakes in an approx. 35 square km range.

Mobile homes 2022

Laying on Caldonazzo lake banks and made of neat and green grass clippings and flower beds, Camping Punta Lago hosts 7 MLine units from our bestselling layout 854 B22. All chalets are designed in Elegance style, which combines the use of sophisticated dark grey hues and dark wooden elements, followed our classic Milano textile with a hint of bright yellow. The exteriors make their own statement too: the horizontal faux wood cladding bonds so elegantly with the anthracite windows and doors fixtures and they are completed by a large pergola and terrace extending the living space. All the remaining walls of the chalets have been kept as natural as possible, and painted in delicious green mint plasterwork, matching the grassy surroundings. Finally, each chalet has been provided with a bubbly jacuzzi, for moments of utter relaxation.

7x MLine 854 B22





GINO GRAZIADEI
Camping Director



How would you describe your resort and what kind of experience you offer to your guests?

Punta Lago Village Camping is a family-run campsite that has been welcoming guests for over 60 years. Located just a few metres from the shores of Lake Caldonazzo, one of Europe's warmest lakes, and a short distance from the stunning Dolomites Mountain range, renowned as some of the world's most beautiful mountains. Our campsite offers spaces for tourists who travel with their own means and equipment, such as tents, caravans or campers, but also offers modern mobile homes, equipped with all comforts. The beautiful beach in front of it, together with a rich family entertainment, a wide choice of restaurants within walking distance from the facility, and easy connections to cities such as Trento, Venice, and Verona, make it a popular destination for many tourists from all over Europe and around the world.

How was your overall experience with Adria Home like?

Over the past two decades, we have installed a variety of mobile homes at our campsite. Our first mobile homes were Sun Roller (now Adria Home) products, which have proven to be extremely reliable over time. In 2022, we expanded our offerings to include an "Adult Only" area, providing our guests with the opportunity to relax in a serene environment away from the liveliness of families and children. To meet and exceed the expectations of our guests in this area, we chose a higher-end product, ensuring their comfort and satisfaction throughout their stay.

What convinced you to choose Adria Home products?

As mentioned before, our previous experience was positive, and after evaluating other proposals, we were convinced that Adria offered the best quality and aesthetic standards compared to other competitors.

What was the reaction of your guests, introducing new Adria products?

The reaction of our guests has been one of great admiration and appreciation. This has been a source of great satisfaction for us and confirmation that we have invested in a product that can satisfy an increasingly demanding clientele.

In your opinion, how did the last years change the tourism industry and what trends do you expect in the future?

The tourism industry is constantly evolving. In recent years, proposals have multiplied and become increasingly diverse. The world of camping and tourist villages is not excluded from this phenomenon and is increasingly oriented towards a high-quality offer, combined with a series of additional services that tourists demand to a greater extent. Specifically, campsites intended as low-cost tourism are increasingly disappearing, to make way for a holiday proposal that offers a wider range of accommodation solutions, from tree houses to Glamping tents, to mobile homes like our Deluxe, which are equipped with a private hot tub on the terrace of each unit. The camping world is therefore oriented towards a clientele with a medium-high spending capacity but is careful in choosing structures that offer quality services. In this regard, we have found a partner of excellence in Adria.



what's ON

The Brenta Biking Route and Valsugana Cycle Path follow the Brenta river which springs from the Caldonazzo and Levico lakes and it flows into the lagoon of Venice, after flowing for 175 km.

The Valsugana Cycle Path is an 80 km route connecting Caldonazzo Lake with Bassano del Grappa and is a genuine paradise for all bike enthusiasts! This splendid route seamlessly weaves together a rich tapestry of cultural, historical, and natural wonders, demarcating the boundary between two picturesque regions of Italy: Trentino and Veneto.



AMAZING BITES

CARNE SALADA

Carne salada is a typical Trentino meat product that can be traced back to the 16th century. It is made by flavouring beef rump with salt, pepper, juniper berries, rosemary, crushed garlic, and bay leaves. After at least two weeks of turning and kneading the meat, which traditionally rests in steel tubs, it is ready to be consumed, either raw or cooked.



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AUSTRIA

SONNENTHERME LUTZMANNNSBURG

Thermal spa bliss in the Land of Castles and good wines.

Looking for serious escapism? Prepare to be mesmerized! Whether you seek the charm of quaint villages or the grandeur of bustling cities, Austria has something for every discerning traveller. But the abundance of authentic natural wonders and its awe-inspiring landscapes are the real driving reason which attracts millions of visitors every year, making it a perfect backdrop for amazing holidays amid nature. All sojourners looking to satisfy their earth-loving hearts (and demanding all best home comforts with a pinch of luxury) will find their corner of heaven in the lovely clove-shaped Burgenland region.







All-season mobile homes 2022

22 mobile homes from our most upscale series Aurora, in layout 905 C21, were designed to provide maximum comfort, privacy, and ample space for the whole family and suitable to host up to 5 people. All units are impeccably arranged within a beautifully tailored area, adorned with verdant lush green lawn clippings. Meandering walkways are studded with decorative ground lights and inviting benches, beckoning visitors to rest and revel in the serene surroundings.

The all-season chalets are heated to perfection and perfectly insulated to keep guests fresh or snug and warm, no matter which is the temperature outside.

The living area is designed to impress, with a panoramic corner window, a stylish cloakroom in the entrance area, and a designer seating area that includes

a pull-out couch for an additional bed. The kitchen is fully equipped with energy saving appliances. Two sleeping rooms with high quality cosy bedding, mosquitos' nets, and blackout curtains for a peaceful good night sleep. A large terrace (28 m²), which includes 13 m² of shaded area, and chilled-out garden furniture, complete the external space of each unit.



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{ 22x Aurora 905 C21 }





The Sonnentherme resort in Lutzmannsburg is a haven for wellness enthusiasts. Spread across 7,800 m² of lush greenery, this family-friendly resort is a highlight of the region. Whether you're seeking peace and serenity as a couple, looking for family fun, or indulging in sauna therapy, the resort offers bespoke services for everyone.

The expansive indoor and outdoor pools, water slides, steam baths, saunas, relaxation rooms, plunge pools, infra-red cabins, and spa treatments will keep you busy throughout your stay. Additionally, the resort is home to Austria's first-ever baby sauna and a highly-regarded spa for babies and toddlers, making it a popular destination for families.



what's ON

There are six nature parks as well as the National Park "Neusiedler See-Seewinkel" and the UNESCO World Heritage Site "Fertő-Neusiedler See" that offer breathtaking natural scenery. The mild Pannonian climate allows for a variety of sports to be enjoyed almost all year round, including cycling, horseback riding, hiking, sailing, and golf.



Burgenland is the only state in Austria with no Alps, but the absence of ski slopes does not make it less appealing. Surrounded by idyllic scenery with meadows and undulating hills, and sharing border with the Hungarian plain, this region (which name means “the land of castles”), has a distinctive appearance and vibe, making it an ideal place to visit, and a well-known location where to indulge in magnificent views and drink high-class wines.

The Neusiedlersee, UNESCO heritage, and beautiful lake that attracts rare migratory birds, is the key to a longstanding tradition of viniculture in this part of Austria. Its continental-hot Pannonian climate and characteristics determine this region's vocation. But this is not the only reason of pride of Burgenland.



SECRET
UNTOLD

For all those who cannot resist the charm of Middle age era, with its iconic castles and fortresses, befitting the grandeur and luxurious lifestyles of aristocrats and nobles or recalling ancient battles, in Burgeland you can visit at least 12 stone master pieces that have stood the test of time.

AMAZING BITES

BURGENLÄNDISCHER KRAUTSTRUDEL

Burgenländischer krautstrudel is a variety of savoury strudel from Burgenland, consisting of a thin strudel dough filled with a cabbage filling. The filling is typically prepared with a combination of finely chopped white cabbage, sugar, fat, salt, and spices such as pepper, caraway, and nutmeg.





mag. WERNER CERUTTI
Managing Director

sonnen
thermen
chalets
★★★★

How would you describe your resort and what kind of experience you offer to your guests?

Our resort »Thermen Chalets« is a lovely park with 22 mobile homes beside the leading European baby and family spa »Sonnentherme« in a small village in the east of Austria. Our guests have direct access to the outdoor area of the spa and can use all facilities already in the morning of their arrival up to the evening on the day of their departure. We offer our guests a cosy home for perfect holidays with privacy and a lot of space for the whole family. The accommodations offer a separate room for the kids, a parents' bedroom, and a spacious room for cooking, eating, watching TV, playing, and having fun. On the wooden terrace of the mobile homes, parents can enjoy the sunset with a glass of red wine because the region around the resort is known for its especially tasty grape variety »Blaufränkisch«. In the middle of the park, there is a modern playground for children aged between two and twelve years. If families want to have a barbecue, they can use our well-appointed barbecuing areas. As the whole resort is enclosed, children can play in the garden without worries.

How was your overall experience with Adria Home like?

We had a lot of positive experiences with Adria Home. As we were pressed for time to open the resort, Adria Home supported us with a comparatively short delivery time. The delivery was on-time and was carried out without any problems. Our questions regarding the furniture and technical documentations have been answered immediately, furthermore we received helpful advertising material to promote our resort before there was a single mobile home on site. If we want to expand our resort in the future, we will choose Adria Home again.

What convinced you to choose Adria Home products?

We chose the mobile homes from Adria Home because we were enthused about their exterior and interior design. The modern style fits best with our target group, young and smart families. Also, the perfect room arrangement of the homes was a substantial argument to choose Adria Home.

What was the reaction of your guests, introducing new Adria products?

We introduced the resort on our social media channels and received so many positive reactions, comments, likes and tags that we were completely surprised and very pleased. Guests who have already visited our resort were satisfied all around and plan to come again soon. They appreciate the closeness to the spa and simultaneously the privacy and cosiness of their accommodations.

In your opinion, how did the last years change the tourism industry and what trends do you expect in the future?

Over the last years, especially with the Covid-19 pandemic, the travel habits of families have changed significantly. They are more interested in accommodations where they can stay amongst themselves. They like to have their own small "home" instead of a small room in a hotel. We also recognised that Austrian families now prefer to spend their holidays in their home country. They appreciate the hygienic standards and the medical supply available in Austria. We think these safety aspects will still be very important for travelling with kids in the next years.

MARTINIGANS

The stuffed goose is typically stuffed with chestnuts and dried plums, then roasted. When served, it is traditionally accompanied by red cabbage, potatoes, or knödel dumplings.

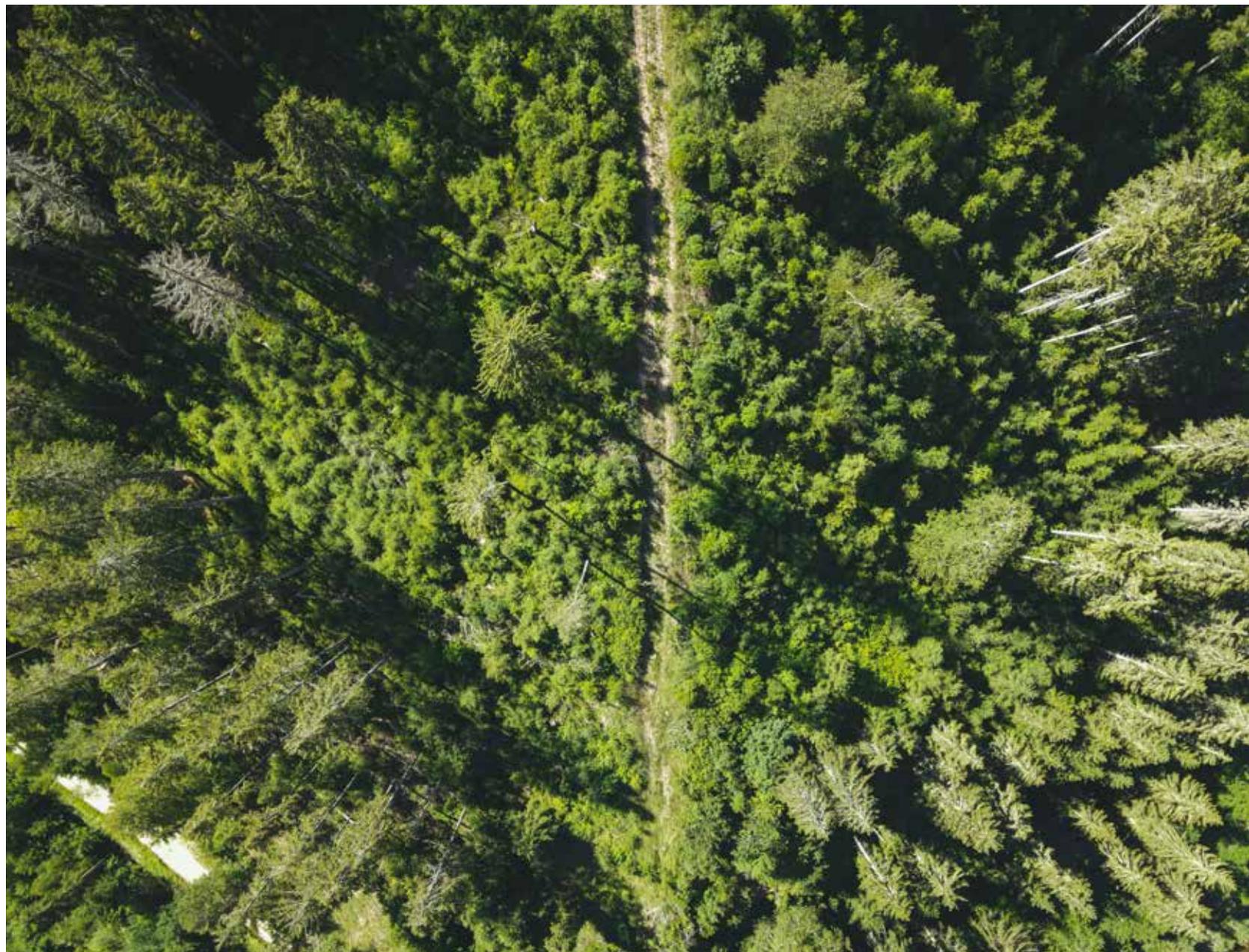


AMAZING
BITES



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GERMANY

WIRTHSHOF CAMPING



Eco-Luxury Camping for the whole family by Lake Constance

For those seeking a nature-filled escape, Markdorf is a unique off-the-beaten-path gem that every nature escapist wants to discover. Nestled in the countryside of southern Germany, Baden-Württemberg, home to the Schwarzwald, this picturesque town offers its visitors a delightful blend of natural beauty, rich history, and warm hospitality.

what's ON

The area is home to the Upper Swabian Baroque Route, as well as the “Bodensee Land Gänge” premium hiking trail, and the “Lug-Ins-Land” trail, which provides stunning views of the Alps and the Feldberg, making it an ideal destination for adventure seekers!





{ 6x MLine 854 C21 }

Mobile homes 2022

The project included 6 units of our bestselling MLine series, in layout 854 C21 and positioned in a green and quiet location of the campsite, creating a lovely villa quarter within the resort. The houses are well-distanced to ensure privacy and space. They all feature a large and inviting external terrace preceded by stairs sided by bushes. Some of the units are close to trees whose branches provide extra protection from the sun and a lulling rustling of leaves.

The exteriors come in our signature horizontal Larchwood cladding with black decorative lines and anthracite panels. The interiors are designed in our Elegance style, with grey faux slate floors that reflect

the subtle and sleek outer look, weaving a subtle magic and setting up a serene ambience.

A modern lounge with sponge painted walls and a grey settee with decorative cushions in rust, grey, and pale blue tones. The pop of colour adds warmth and creates a soothing ambience. The kitchen features dark wood cabinets, paired with dark grey faux marble countertops and backsplash, along with sleek built-in appliances. The cosy bedding and modern bathroom with built-in fixtures, shower, and vanity unit with mirror complete this home tour and confirm the peaceful and welcoming atmosphere.

 Daalmann

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CLAUDIUS WIRTH
Managing Director

How would you describe your resort and what kind of experience you offer to your customers?

5-star camping, 4-star hotel: that is the Wirthshof - third generation family-run hotel and campsite near Lake Constance in the South of Germany. With us, the advantages of a 4-star wellness hotel are combined with the variety and glamping qualities of a 5-star campsite.

The campsite consists of 158 tourist pitches and 100 permanent pitches, plus 8 fully equipped tents, 6 Adria mobile homes and, since 2023, 17 individually built chalets. Associated with the campsite is a 4-star hotel with 23 rooms and a wellness area, as well as a restaurant and a professionally managed exercise offer.

How was your overall experience with Adria Home like?

What we appreciated most about working with Adria was the good communication and competent advice in advance, the large selection and the uncomplicated installation on site.

What convinced you to choose Adria Home products?

We wanted to expand our glamping offer at Wirthshof and came across the partner Adria Home through the Federal Association of the Camping Industry in Germany. Since for us quality, modernity is the focus, we decided to buy new mobile homes from Adria.

What was the reaction of your customers, introducing new Adria products?

All guests are delighted with the modern and timeless design, comfort, and size of our new Adria Home mobile homes. They appreciate the own space that the mobile homes offer them during their vacation: Vacation in their "own four walls", with a solid roof over their heads and yet vacation in nature with a camping feeling.

In your opinion, how did the last years change the tourism industry and what trends do you expect in the future?

Of course, we have also noticed the strong trend towards camping in recent years. At the latest, however, since Corona own vacation apartments / mobile homes etc. are preferred in demand. Also, the topic sustainability and natural products has arrived strongly in the consciousness of the guests, whereby the Adria mobile homes are booked out with us almost the whole season.



AMAZING BITES

SCHWARZWÄLDER KIRSCHTORTE

Dating back to 1934 and considered "the most German of all cakes", the delightful Black Forest cherry cake is a famous dessert made with chocolate sponges coated in whipped cream and cherries infused with kirschwasser brandy. The cake is decorated with even more whipped cream, chocolate flakes, and cherries on top. The cake imitates the colours of Black Forest's traditional folk clothing.





SECRET UNTOLD

TRIBERG SCHONACH CUCKOO CLOCK

The world's largest cuckoo clock, standing over 15 feet tall, is located in Tribberg, Germany. The clock features hand-carved wooden figures and a painted facade, and the cuckoo bird emerges hourly to announce the time. It is a popular attraction and a unique way to experience German culture and heritage.



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GERMANY

JUGENDHERBERGE NORDERNEY

The true essence of camping en plein air

Norderney Island, Germany's oldest North Sea spa resort, is a perfect destination for thalassotherapy in the Wadden Sea, which is recognized as a UNESCO World Natural Heritage Site. It doesn't matter if you visit in the summer or winter, the second largest of the East Frisian islands is sure to leave you amazed with its ruggedly beautiful beaches and unspoiled nature.





NICOLE BOSSE

Manager of Jugendherbergen Norderney

How would you describe your resort and what kind of experience you offer to your guests?

We run a youth hostel with an adjacent youth camping site located in the middle of the dunes on Norderney. During the summer, we mainly welcome youth groups and families who spend their holidays with us on the camping site.

How was your overall experience with Adria Home like?

We have had consistently positive experiences with Adria Home. Everything has worked perfectly, from ordering the products to assembly.

What convinced you to choose Adria Home products?

Adria Home offers a good value for money in addition to their many years of experience. We were definitely impressed by the quality of their products.

What was the reaction of your guests, introducing new Adria products?

The reaction of our guests was consistently positive. The introduction of Adria products at our campsite was received with excellent feedback.

In your opinion, how did the last years change the tourism industry and what trends do you expect in the future?

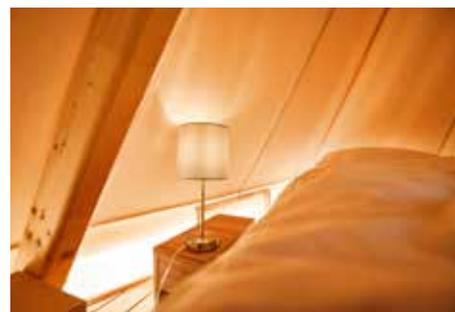
In recent years, we have noticed that our guests increasingly value eco-friendly travel. For quite some time, our efforts have therefore been focused on sustainable offerings - both in the area of our accommodations and in terms of catering, program offerings, etc.

Furthermore, we always aim to provide our guests with beautiful experiences and memories during their stay - in line with our motto "Experience community". We anticipate that this desire for the combination of environmental compatibility and shared experiences while traveling will only continue to grow in the future.



Jugendherberge Norderney is a unique holiday resort with two distinct facilities catering to different preferences. The Mühlenstraße house, located in the heart of Norderney city, features modern apartments perfect for groups and families seeking comfort and convenience. Meanwhile, the Dünen sender is a partially outdoor hostel with a light-hearted, youthful atmosphere, nestled amidst majestic sand dunes. The hostel offers stunning views of the 14 km long sandy beach of the Wadden Sea, where visitors can enjoy a variety of sun-soaked activities such as collecting shells, building sandcastles, and basking in the warm embrace of nature.

Jugendherberge Norderney offers guests the best of both worlds - the opportunity to experience the pristine outdoors and life alfresco, which symbolizes a return to the basics, along with a comfortable and exclusive atmosphere that is both straightforward and contemporary.



{ 24x Bell M }

Glamping tents 2022

The campsite boasts a capacity to accommodate up to 400 people, with permanent lodges and free pitches for all those who prefer a truly personalized camping experience and to travel with their own equipment. Our project includes 24 Bell tents in M size.

The design of the Bell tent is a longstanding staple in our basic glamping line, as each tent is created with a focus on balancing simplicity and indulgence to perfection.

A perfect blend of comfort and style, the Bell tent design seamlessly fuses with the surrounding nature. Each tent is equipped with essential amenities, including comfortable beds and mattresses, duvets, pillows, a lockable box for valuables, sockets, and lamps. Our goal was to realize the client's vision of creating an ideal place to escape the hustle and bustle of everyday life and immerse oneself in a peaceful environment that promotes relaxation and rejuvenation.

With a total area of 26 square kilometres, Norderney Island is a nature lover's paradise. Roughly 85 percent of the island falls within the Lower Saxony Wadden Sea National Park, making it an ideal destination for those looking to immerse themselves in pristine natural landscapes. For active holidaymakers, Norderney Island offers a range of outdoor activities such as water sports, cycling, and hiking.

Norderney is a haven for health and wellness enthusiasts with Europe's largest thalassotherapy center, Badehaus, providing an array of treatments for relaxation and rejuvenation. The center's natural saltwater and diverse bath temperatures, including saunas, dark salt baths, ice-cold rain showers, and Jacuzzis, make it a must-visit destination for anyone seeking a revitalizing spa experience.



SECRET UNTOLD

Around 30.000 rabbits live on the island, five times more than people. In 1620 the first animals were released, which since then, due to a lack of natural predators and a ban on hunting for the inhabitants, have spread quickly and now "dominate" the island.



what's ON



LEUCHTTURM NORDERNEY

Do not miss the true beacon of the island: the Leuchtturm Norderney lighthouse. A worthwhile destination or stopover after a nice hike. The mesmerizing 360 degrees view at 60 m above sea level, gives a whole picture of the island, plus the adjacent airfield and more in view!



AMAZING BITES

OSTFRIESENTORTE

The Friesen torte, also known as Ostfriesentorte, is a delectable combination of cake and tart that has become a beloved treat throughout Northern Germany. This creamy dessert is made from a combination of shortcrust and puff pastry, whipped cream, and homemade plum jam or puree. It is commonly enjoyed with a cup of Frisian tea during Sunday gatherings and celebrations, or as a warm and comforting coffee companion during Kaffeeklatsch.



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NETHERLANDS

EUROPARCS BRUNSSUMMERHEIDE

The hilly heath landscape of the Brunssummerheide is waiting for you!

Brunssummerheide is a popular destination for outdoor enthusiasts and nature lovers alike, offering a range of activities such as hiking, cycling, birdwatching, and picnicking.





The EuroParcs Brunsummerheide resort is adjacent to the Brunsummerheide nature reserve and features architecture inspired by the picturesque region. The resort offers luxurious glamping options such as tents, yurts, cottages, and eco-lodges, designed for a comfortable and unique camping experience immersed in nature.

The nearby towns of Brunssum, Heerlen, and Aachen provide a cosy and inviting hub for exploring the Limburg landscape and embracing the Burgundian lifestyle. Glamping at Brunsummerheide offers the perfect combination of comfort and adventure, allowing guests to enjoy modern amenities while experiencing the natural beauty of the area.



Limburg is characterized by its rolling hills and can be explored on foot or by bicycle. It boasts a diverse terrain, featuring deciduous forests, coniferous forests, heathlands, and sandy plains, which makes it a popular destination for hikers and mountain bikers. The scenery is constantly changing throughout the year, displaying an array of purple, green, and grey hues.

As the province lays in the South-eastern region of the Netherlands, Limburg borders Germany and Belgium. It is the southernmost of the twelve provinces of the Netherlands and is known for its Burgundian lifestyle, unique dialect, and picturesque landscapes.

The province dates to the Roman era. The pulse of rich history can be felt throughout the entire region, as Limburg is a home to several castles, historic towns, and museums. The capital city of Limburg is Maastricht, which is known for its medieval architecture, cobbled streets, and vibrant culture.



SECRET UNTOLD

SCHOONEBEEK SHEEP

Schoonebeek sheep, or Drenthe Heath sheep, are a native heritage breed from the Drenthe region in the Netherlands. With their light brown coat and distinctive black and white markings, they provide a picturesque backdrop and help maintain the landscape of the Brunssumerheide.





{ 12x Village 1205 C2IT }



All-season Village chalets 2022

The all-new Village 1205 C2IT provides a comfortable and worry-free holiday experience, offering all the modern amenities for up to four people. At first glance, the Village homes appear unique in their exterior design, which is intended to harmonize with and pay tribute to the natural surroundings. The horizontal wooden facade, overlaid with stone cladding, adds a touch of warmth and traditional charm to the buildings. Despite their rustic appearance, the homes are constructed with Structural Insulated Panel (SIP) system, providing them with sturdiness, energy efficiency, and durability making them suitable for all-year round living.





LIMBURGSE VLAAI

Limburgse vlaai is a sweet pie and a beloved part of Limburg's culinary heritage. It has a yeast pie crust with a creamy custard filling and a crumbly streusel topping. It comes in various flavours like chocolate, rice pudding, cherries, strawberries, apples, and bananas.

AMAZING BITES

VARIOUS TYPES OF BEER BREWED IN THE REGION.

Limburg is known for its rich brewing tradition, and there are several types of beer that are brewed in the province. They literally have a beer for every season! One of the most famous is the wheat beer, known as "witbier" in Dutch, which is refreshing and light beer that is perfect for warm summer days. Another popular type of beer in Limburg is "bockbier," strong, dark beer that is typically brewed in the fall and winter months.



what's ON

MAASTRICHT CARNIVAL

Maastricht's annual carnival is a vibrant and festive event that attracts visitors from all over the Netherlands. The celebrations start with the symbolic "keys handover" to the carnival prince, followed by a weekend of parades, street parties, and costume contests. The "Boonte Störm" parade is a must-see, featuring colourful floats and costumed groups of all ages.

SECRET UNTOLD

BURGUNDIAN LIFESTYLE

The Burgundian lifestyle in Limburg, Netherlands is all about indulging in the region's culinary delights and enjoying the simple pleasures of life with family and friends. This laid-back lifestyle emphasizes taking time to appreciate nature and cultural heritage.



what's ON

LIMBURG OBSERVATORY

The Limburg Observatory is situated in a remote area away from light pollution, which makes it an ideal location for astronomical observations. In addition to its scientific contributions, the observatory is a popular tourist attraction, with visitors able to take guided tours and attend public events such as star-gazing nights.



PATRICK FLINK
Park Manager

1. How would you describe your resort and what kind of experience you offer to your guests?

EuroParcs Brunssummerheide is located in the beautiful surrounding of nature reserve Brunssummerheide and the hillocks of the south of the Netherlands. From the park you have directly access into this extraordinary nature reserve where you can enjoy walking or bicycling for many kilometres. We offer our guests different types of accommodations from 4 up to 12 persons. Besides the nature reserve and hillocks, you can enjoy multiple touristic cities and active activities in the surrounding.

2. How was your overall experience with Adria Home like?

The cooperation with Adria is very good. They delivered a beautiful product. If we have any questions, the customer contact service answers quickly.

3. What convinced you to choose Adria Home products?

Adria Home is a well-known organisation in our industry. The deliver quality and are willing to work with new technologies. In our newest accommodations -village cottage- we do not use gas, instead we use infrared panels at the ceiling. A new- and great way to heat a chalet. Especially in this time, where we are looking for energy-efficient options.

4. What was the reaction of your guests, introducing new Adria products?

The chalet is popular by our guests. Our guest like the way how is decorated, a family chalet which with its natural appearance blends into the environment.

5. In your opinion, how did the last years change the tourism industry and what trends do you expect in the future?

The tourism industry has still been growing and will be. Corona and the price evolution in the world changes the way people are enjoying their holiday. They guests expects more and like to be nearby their hometown, enjoying their own country. The product and service will have to increase to keep surprising the guest and overwhelm their expectations.



EUROPARCS BRUNSSUMMERHEIDE

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NETHERLANDS

RESIDENTIAL PROJECT ERMELO

Flexible living for life's changes

In the Gelderland province, nestled within the picturesque forested area of Veluwe, lies the charming town of Ermelo. While it is a popular tourist destination for German and Dutch visitors, our project focuses on a unique vision. As housing shortage continues to be a concern in the Netherlands, the municipality of Ermelo provides a solution by offering temporary housing in a residential neighbourhood of mobile units. This location provides a serene atmosphere while still being conveniently close to the town's central area, providing the best of both worlds.



The neighbourhood is nestled in a serene area on the edge of the forested Ermelo, providing peace and tranquility while still being just a few minutes away from the town center. If you're in the mood for adventure, there are plenty of exciting activities nearby. You can swim with dolphins at the Dolfinarium or mingle with clever orangutans and playful bonobos at Apenheul. For a cultural experience, visit the nearby Paleis Het Loo, a stunning palace surrounded by picturesque gardens that showcase the rich history of the Dutch monarchy.





MAURITS AALDERINK

Managing Director Vestaal Vastgoed B.V

How would you describe your resort and what kind of experience you offer to your guests?

In the Gelderland village of Ermelo, nestled among trees and heath, lies Gentenerf 7. Gentenerf consists of 21 residential units and a community unit. These residential units are used as temporary housing. During the development, Vestaal Vastgoed chose to use four different residential unit models: Model Mline 754 (S), Model Aurora Plus 905 (M1), Model Aurora Plus 1205 (M2), and Model Aurora Twin 907 (D).

The residential units are used as temporary housing. For the residents, this is a unique opportunity to quickly move into a detached house with lots of greenery. The location is such that residents can enjoy the peace and quiet but still be close to the center. The residents of Gentenerf are very enthusiastic about these residential units. Inside and outside are connected through the use of many windows. The units have a luxurious and modern look and are furnished with an eye for comfort and convenience. For us, this was the first collaboration with Adria Home. We were pleasantly surprised by the cooperation. The reason we chose Adria is that the design is timeless.

How was your overall experience with Adria Home like?

As previously mentioned, this was the first collaboration with Adria.

What convinced you to choose Adria Home products?

The modern appearance and beautiful materials of the units were decisive for us.

What was the reaction of your guests, introducing new Adria products?

The residents are enthusiastic.

In your opinion, how did the last years change the tourism industry and what trends do you expect in the future?

Recently, a lot has happened, such as the COVID-19 pandemic and the war in Ukraine. The Netherlands is facing a significant housing shortage. These changes in the market and people's expectations have created a different landscape. By installing Adria units, we at Vestaal Vastgoed hope to contribute to solving the housing shortage. These units not only offer temporary housing but also a unique living experience, as they are located near a forest and have a spacious garden.

We believe that the Adria units can be used more extensively for temporary housing solutions as the demand for housing is expected to remain high. This is a creative solution to help address the problem.

Finally, we can advise and guide landowners in setting up a similar temporary housing project in the Netherlands. Interested parties can contact us at info@vestaalvastgoed.nl or request information by calling 0341-434944.



The Gentenerf 7 neighborhood

The Gentenerf 7 neighbourhood is a collection of 21 mobile and modular homes designed for temporary living. The homes come in a variety of sizes and layouts, with different pricing options to suit different needs. One unit serves as a management unit, while another has a social district function. Each home includes a multipurpose unit that can be used as storage or a utility room, making the space practical and functional.

The homes are designed to seamlessly connect the interior and exterior spaces, with numerous windows that blur the line between the two. The modern and upscale appearance of the homes is both comfortable and practical in design, with thoughtfully furnished interiors that provide a luxurious living experience. Each home also comes with its own garden and up to two parking spaces. They are available for temporary rent for a maximum period of two years.



10x MLine 754 H11
6x Aurora 907 F31T
4x Aurora + 905 C21
2x Aurora + 1205 C21

To offer a wide range of options for residents, the Ermelo residential project features four distinct models of mobile homes. This diversity allows for a community that is inclusive and can cater to the varying needs of residents. The focus on creating warm and inviting living spaces, with ample natural light and seamless integration of indoor and outdoor areas, offers an unparalleled living experience. The mobile homes are designed to withstand harsh weather conditions, with insulation that ensures year-round suitability, making them the perfect temporary housing solution without compromising on comfort or style.



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RESIDENTIAL PROJECT ERMELO

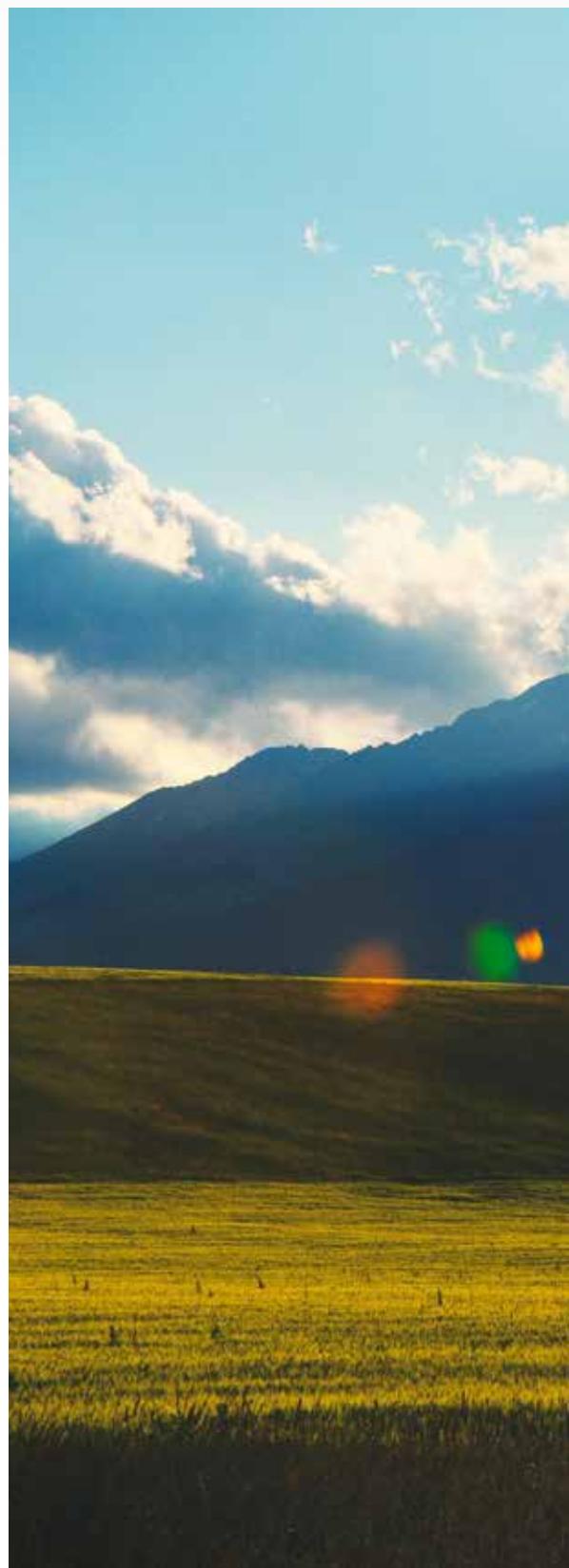
Gentenerf 7
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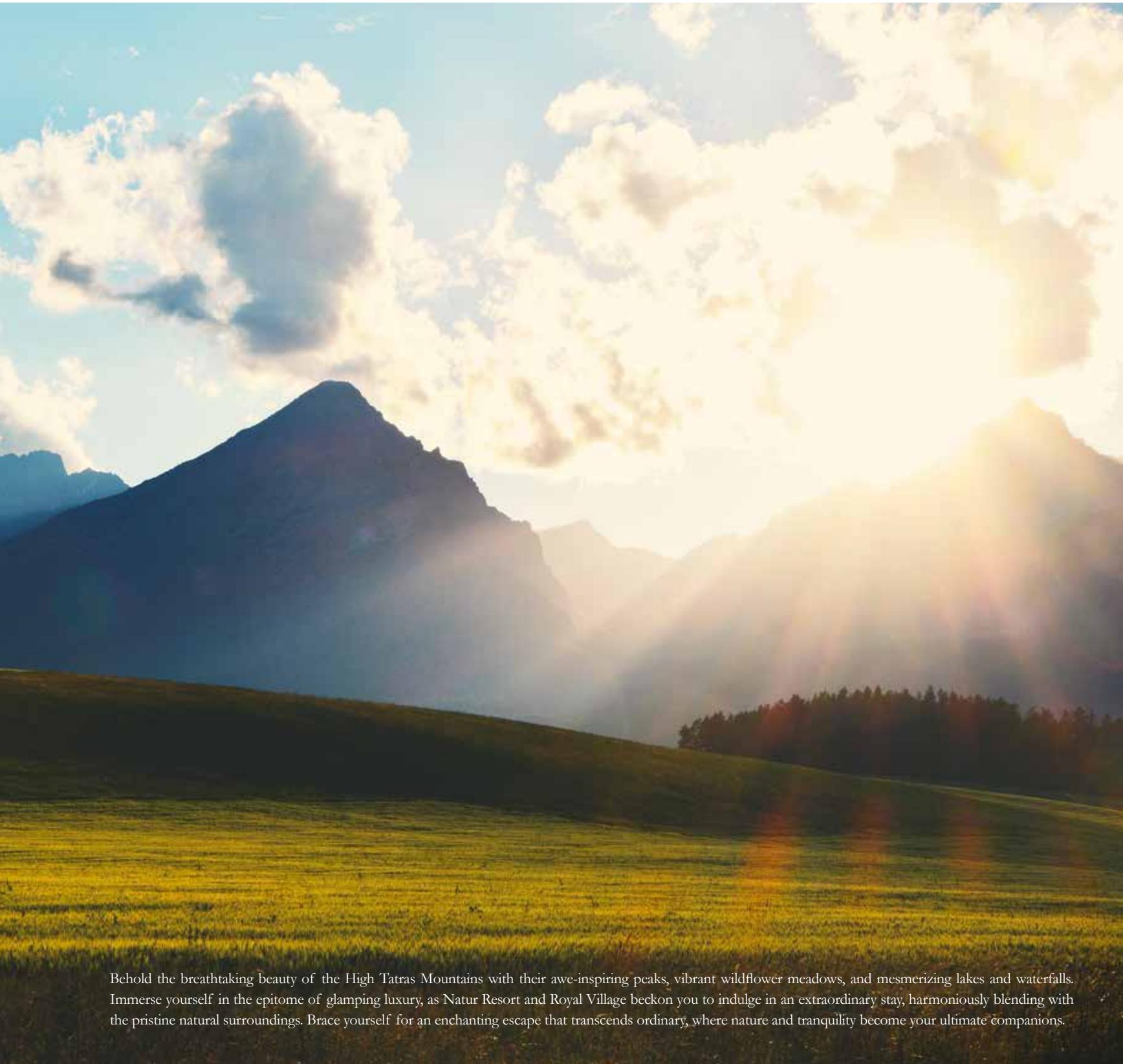
SLOVAKIA

ROYAL VILLAGE & NATUR RESORT

The High Tatras - a work of art painted by Nature.

A walk through the amazing alpine environment of the Slovakian green valleys of Tatras plateau, looks like being in an oil painting landscape on canvas, with the vividness of a digital camera.





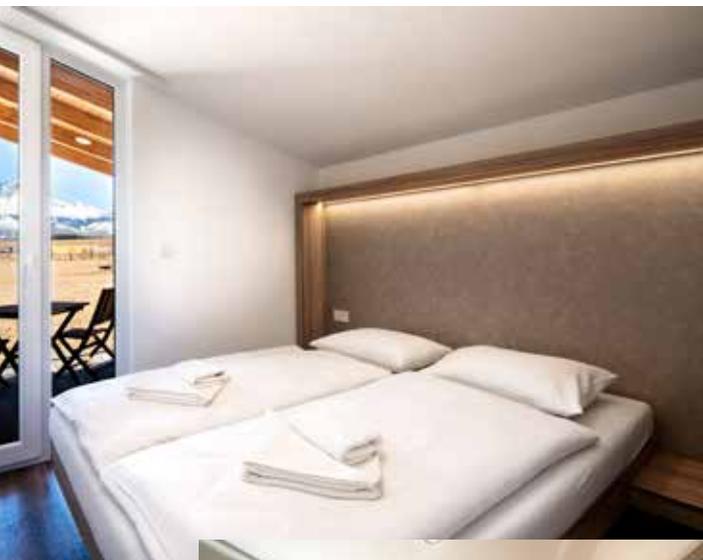
Behold the breathtaking beauty of the High Tatras Mountains with their awe-inspiring peaks, vibrant wildflower meadows, and mesmerizing lakes and waterfalls. Immerse yourself in the epitome of glamping luxury, as Natur Resort and Royal Village beckon you to indulge in an extraordinary stay, harmoniously blending with the pristine natural surroundings. Brace yourself for an enchanting escape that transcends ordinary, where nature and tranquility become your ultimate companions.



Natur Resort

The location is ideal for couples, families, large groups of friends, or work-related trips. The vast and secure area is well-suited for children and group activities, sports, and team-building exercises. The resort also boasts a chic restaurant and bar called Rock Farm, offering juicy grilled meat dishes sourced from their own organic farm, Lutila, as well as traditional Tatra regional dishes.

Natur Resort in Veľká Lomnica features luxury wooden abodes, including the cosy Alpline chalet with a unique slope roof and natural wood cladding. With two spacious bedrooms, a well-equipped bathroom, and an open kitchen extending to a luminous living room, the modern interior design is impressive. Wide panoramic windows let in natural light and provide magnificent alpine views of dramatic high passes and mountain meadows, allowing guests to relax and tune in with nature.





Royal Village

The nearby town of Malý Slavkov is home to the Royal Village resort, which offers a unique luxury experience for golf enthusiasts. The resort is located within the Royal Valley Golf Club, featuring extensive green fields and stunning mountain views. In addition, the resort features a gourmet Clubhouse restaurant.

The complex includes 5 all-season Aurora Twin 806 units. The sleek, single-story chalets, are adorned in vertical Larchwood cladding and sophisticated anthracite element, matching harmoniously with nature. The cosy yet modern modular design features top-class fixtures and quiet, warm interiors. With moments of amazement replaying on a daily loop, staying at these chic chalets is sure to leave you feeling invigorated and inspired.

BRYNDZOVE HALUSKY

Bryndzove Halusky (potato dumplings), are considered the national dish of Slovakia and compared to Italian gnocchi. These dumplings are covered with sheep cheese (Bryndzove) and combined with locally sourced smoked bacon and bacon drippings.

**AMAZING
BITES**





what's ON

STRBSKE PLESO

Located in the heart of the High Tatras in Slovakia, Strbske Pleso is a popular tourist destination known for its picturesque glacial lake, towering peaks, and numerous hiking trails. The lake's surface freezes over during the winter, providing visitors with the opportunity to use it as an ice rink. In the summer, visitors can rent one of the wooden rowboats for a peaceful afternoon on the lake.



BELIANSKA CAVE

Discover the natural wonder of Belianska Cave: largest cave in the High Tatras open to the public with unique formations, stalagmites, flowstone waterfalls, and excellent acoustics. Famous for climatic therapy and among the most visited caves in Slovakia.



**SECRET
UNTOLD**

High Tatras mountain huts in Slovakia are supplied by "sherpas", a unique lifestyle and tradition in Europe. Unlike Himalayan sherpas, these ones only carry supplies to chalets, up to 90kg on their backs, believing that it cleanses their soul. Meet them during your hikes and learn more from the documentary "Freedom Under Load".



ANDREJ JAHODA
Managing Partner A&V Partners, s.r.o.

How would you describe your resort and what kind of experience you offer to your guests?

We operate two resorts in Slovakia: Natur Resort in Veľká Lomnica and Royal Village in Malý Slavkov. Our resorts are situated in the beautiful valley of the High Tatras, offering a breathtaking panoramic view of the mountains. Natur Resort features Alpine modular homes, while Royal Village has five Aurora Twin homes. The latter is a unique location, with houses not only boasting a panoramic view but also located near a golf course.

Both resorts are open year-round and offer various stay packages, including Ski Pass, Wellness, and Golf packages, providing customers with both active and passive enjoyment.

How was your overall experience with Adria Home like?

During my operations, I came across the Adria Home project for the first time. I was impressed with the quality of interior design and layout solutions, which have proven to be very popular among our customers. Additionally, Adria Home is a very affordable and user-friendly option.

What convinced you to choose Adria Home products?

The current trend in hospitality is shifting towards privacy and experiencing nature, which is not always possible in larger apartments and hotels. In this regard, our resorts' accommodations have a significant advantage, as they provide privacy and the opportunity to immerse oneself in nature. The

timeless design, energy efficiency, and use of natural materials in both external and interior designs are a big plus. Furthermore, the apartments are built to withstand extreme mountain conditions.

What was the reaction of your guests, introducing new Adria products?

Our guests greatly appreciate Adria homes. Privacy has become a priority for many customers over larger hotels. Both the Alpine House and Aurora Twin offer comfortable accommodations for couples and families, making them a popular choice. We are proud to receive very positive feedback from our customers, who choose to return to our resorts rather than stay in the countless apartments and hotels available in the High Tatras. This reflects their desire for an undisturbed stay in harmony with nature, which is best achieved through accommodations such as the Alpine House and Aurora Twin.

In your opinion, how did the last years change the tourism industry and what trends do you expect in the future?

Following up on my previous response, customers have been increasingly interested in private and nature-oriented accommodations since the start of the COVID-19 pandemic. This trend has led to a rise in the number of visitors to our High Tatras region. As a result, we plan to expand our resorts in a way that preserves our guests' privacy while providing them with uninterrupted panoramic views of the High Tatras in both Royal Village and Natur Resort.



**what's
ON**

INFAMOUS FACES - ANDY WARHOL

Andy Warhol, born in Pittsburgh to Slovakian immigrants, was a prominent figure in Pop Art, blending commercial and freethinking styles to create satire and provoke thought by incorporating mass manufactured products, media stars, and contemporary society's visual domination.



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DEALER SPOTLIGHT

Campers4U s.r.o.

With pleasure, we present to you the company Campers4U, which became our official representative for the Czech Republic and Slovakia market in 2022. They started their cooperation with the Adria Group as a representative for Adria Mobil in 2010 and quickly established themselves as an excellent partner with a clear vision.

ADRIA
CAMPERS4U

ABOUT

Campers4U s.r.o. is the sole authorized ADRIA representative in the Czech Republic and Slovakia. With three branches in the Czech Republic and two more in Slovakia, they are one of the leading sellers of leisure vehicles in both countries. Their dedicated team helped them to establish a reputation for excellence in customer service and sales.

MARKET TRENDS AND DEVELOPMENTS

As the trend for motorhomes is still relatively new in the Czech Republic, the infrastructure is not as good as in other countries such as Austria, the Netherlands, Slovenia or Scandi area. And we are helping to do just that, having recently set up a service point at one of our branches where campers can have their vehicles serviced free of charge.

Historically, cottaging is the Czechs' thing, many of us, when it finally gets nice, head off to summer homes for the weekend or holiday. This changed during the Covid, when people looked for other ways to escape the cities for nature and, above all, freedom.

VISION:

Our vision extends beyond simply selling cars and homes. At Campers4U, we aim to become a reliable partner for Czech and Slovak people interested in recreational vehicle camping. Our commitment to our customers does not end with the purchase of a vehicle; we offer a range of services throughout the purchasing process, including vehicle rental, servicing, and lessons with an instructor. We strive to build strong relationships with our customers, earning their trust and regular communication, even recommendations to friends. Our long-term vision is to cultivate a thriving camper culture in the Czech Republic and Slovakia by providing exceptional service and support from our professional team.

As a logical next step, we aim to provide homes as well. However, building homes, particularly for recreation, can be challenging in the Czech Republic due to strict regulations, slow bureaucratic processes, and costly building materials.



www.adriakaravany.cz/en



CAMPERS4U PŘÍBRAM S.R.O.
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261 01 PŘÍBRAM



CAMPERS4U BRANDÝS S.R.O.
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250 01 BRANDÝS NAD LABEM



CAMPERS4U OLOMOUC S.R.O.
HNĚVOTÍN 592
783 47 HNĚVOTÍN – OLOMOUC



SPAIN

WECAMP, SANTA CRISTINA & CABO DE GATA

A more sustainable form of nature exploration and ecotourism.

For centuries, the Iberian Peninsula has been a sought-after destination, attracting thousands of visitors to its diverse landscapes, stunning beaches, warm hospitality, and rich cultural heritage. Portugal, Spain, and the microstate of Andorra continue to captivate travelers with their magnetic charm, making them a dream destination for many.

This year we are very excited to present you the result of Adria Home's breakthrough in the Spanish market, showcasing two new glamping marvels located respectively in Santa Cristina d'Aro (Girona) and Las Negras (Almeria). All projects were possible thanks to the exciting collaboration between Adria Home and the extensive leader group Meridia group and Wecamp, with whom we are sheer proud to have already carried out 4 projects since 2020.

Adria Home and Wecamp have much in common: the reason why our bond inevitably got so strong. Our philosophy closer to nature, leads us in the making of products that are not harming the environment, but simply cohabites with it. Wecamp on the other hand, under their motto as green as possible, cheers for the sake of the environment and works with passion and commitment to minimize wastes and carbon footprints and is in the process to implement the use of renewable energies in all its locations. We both carried on a mutual ideal: to keep a green attitude and a strong eco-friendly mindset. We both aim to insert in nature the human need for leisure, in the most green and sustainable way possible. Together we found the perfect algorithm: coexisting with nature, without disturbing it.

Thanks to this intuition we were deeply inspired by the desire of rewrite the relationship between man and nature.



ALBERT MONTESINOS TRAVERIA

Wecamp Director

How would you describe your resort and what kind of experience you offer to your guests?

We are the new generation of campsites. Restless and non-conformist we were born with the aim to create an experience where possible, enjoy the natural environment sustainable and comfortable. We apply our experience in the hotel sector to welcome all who seek something more than a campsite. We are inspired by the beauty that surrounds us to create unique places and moments.

We transform the travel experience, we work with a new mentality, we make subtle changes but of great value and impact. We want to lead the revolution of outdoor tourism.

How was your overall experience with Adria Home like?

Our experience with Adria has been very positive from the order service to its installation. Our first experience with Adria tents was at our campsite in Santa Cristina, located on the Costa Brava, in Catalonia, with the glamping tents in the adults-only area for couples. We have added new glamping family and comfort tents at our Cabo de Gata campsite in the south and more facilities are planned at our new campsites in the north.

What convinced you to choose Adria Home products?

We have opted for Adria tents for their design, comfort and quality. Some fundamental attributes of great value for wecamp. A very elegant canvas, diaphanous and functional interiors, kitchen, mezzanines, terraces and private bathrooms, very careful optimizing spaces is the result of a good product.

What was the reaction of your guests, introducing new Adria products?

All wecamp campsites have unique accommodation installed to surprise and respond to the demands of our customers. Adria glamping tents contribute to this goal, which is so important to us.

In your opinion, how did the last years change the tourism industry and what trends do you expect in the future?

We believe that the camping sector is constantly growing and especially innovative and sustainable camping such as wecamp with hotel service is increasingly in demand.



WECAMP SANTA CRISTINA



Located 20 km from Girona, Glamping Santa Cristina is the first campsite created by WECAMP, spanning across 5.5 hectares of natural beauty. With a cozy and luxurious hotel-like experience, the resort offers various accommodations to suit different needs and guest numbers, all blending seamlessly into the surrounding pine and cork oak trees. The goal is to ensure a comfortable stay and high-quality sleep, with a focus on design and sleep zones. WECAMP collaborated with the Sleep Institute and the Sleep Friendly seal program to guarantee optimal sleeping conditions, considering variables such as space design, lighting, noise pollution, and environment. The result is a wellness-oriented retreat that will leave you feeling rejuvenated.

FIRST STOP:

COSTA BRAVA.

THE BEST KEPT SECRET IN SPAIN.

The Costa Brava is a stunning destination located in Catalonia, between the Mediterranean Sea and the Pyrenees mountains. Its rugged 200-kilometer-long coastline boasts golden beaches and crystal-clear waters, making it a popular spot for tourists. The name Costa Brava literally means 'rough coast' due to the rocky cliffs and countless coves (calas) that line the shore. Beyond its coastline, the region offers many different experiences and attractions, making it a well-rounded destination for visitors.

Moreover, Costa Brava is a complete tourist destination with many landmarks and different facades. It's also a great destination for outdoor activities such as hiking, cycling, and water sports like kayaking and sailing. The Pyrenees mountains offer some fantastic trails and routes for those who love the mountains, while the coast is perfect for beach lovers and water sports enthusiasts.

Costa Brava is not only beautiful due to its natural surroundings but also boasts several man-made masterpieces, such as important Greco-Roman ruins and Medieval villages. The region is famous for its unique artistic heritage, centered around its most famous native, the painter Salvador Dalí.

what's ON

The Costa Brava is synonymous with Salvador Dalí, and a trip there wouldn't be complete without visiting the Dalí Theatre-Museum, one of the world's best museums dedicated to the artist. Housed in a quirky pink castle-like building designed by Dalí himself, the museum is a work of art featuring his signature eggs and gold figurines on the rooftop and surrealistic art installations inside.





Glamping tents 2022

The project aimed to expand the area dedicated to "duet" retreats and created an Adult-Only area that was designed with romance and privacy in mind. The goal was to roll out the red carpet and provide all the comforts necessary to pamper guests, with the aim of building a sanctuary for couples looking for an unforgettable, romantic retreat.

We've installed 10 Safari S Couple tents, in their smaller size, tailor made for two.

Our Safari S Couple tents are designed to be minimalistic yet comfortable, with great attention to detail. They are fully equipped with all the necessary amenities to ensure a worry-free stay, making them the perfect haven for couples to rekindle their spark.



AMAZING BITES

PA AMB TOMÀQUET

Pa amb tomàquet, or pan con tomate, is an emblematic dish of Catalan cuisine. Similar to Italian bruschetta, it consists of a thick slice of toasted country bread rubbed with ripe tomato, and generously drizzled with extra virgin olive oil and a sprinkle of sea salt.



what's ON

SALVADOR DALÍ

Salvador Dalí was a prominent figure of the Surrealist art movement and a highly influential artist of the 20th century. He was known for his phantasmagorical paintings depicting dreamlike hallucinations, exploring subconscious imagery and the world of dreams.



SECOND STOP:

ANDALE, ANDALUSIA!

Camping Cabo de Gata is located in the National Park, on the golden sands of Cala del Cuervo's bay. It was built using eco-friendly materials and with minimal intervention. The campsite values zero waste, integrates with the surroundings, and cherishes water. 95% of the water consumed on the site comes from natural groundwater and is reused. Custom-designed lights reduce light pollution and electricity consumption, making it one of the best places in Spain for stargazing.



WECAMP CABO DE GATA



what's
ON

Almeria is a hidden gem located on Spain's southeast Mediterranean coast, and boasts one of Andalusia's best places to see, Cabo de Gata-Níjar Natural Park, which is also one of Spain's largest protected coastal areas.

The rugged hills of Almeria lead to hidden bays of turquoise water, cliffs of multiple hues, and coral reefs with stunning marine life. The area is also known for its almost virgin-like beaches and enjoys the sunniest climate in Europe, with 95% sunshine per year. The Cabo de Gata Natural Park boasts a beautiful volcanic landscape with stunning local vegetation, including lovely flowers, palms, and maritime pines.

The area's unique charm lies in its serene ambiance, untouched by commercial development like much of the Spanish coast. Consequently, the project aimed to tread carefully and blend seamlessly into the surroundings.

Sirens' cliff, next to the lighthouse of Cabo de Gata, whose impressive sharp silhouette towers over the coast and overlooks the deep blue sea.

AMAZING BITES

GAZPACHO

A perfect remedy for a hot summer day called gazpacho is a cold soup consisting of crushed tomatoes, finely chopped cucumbers, onions, peppers, croutons, vinegar, and olive oil.





Glamping tents 2022

The campsite offers various accommodations including open-plan suites, bungalows, geospheres, mobile homes, and a glamping area. We installed a balanced mix of all our best Safari solutions, suitable both for couples, friends, or families of 4 or 6 members. 9 Safari S Couple, 9 Safari M Comfort +, 4 Safari M and 4 Safari L in Family + layouts. All tents boast modern and breezy interiors and wooden spacious terraces. The fine sand and nature are literally at your doorsteps.



what's ON

PABLO PICASSO

The father of modern art. As an artist and an innovator, he is responsible for co-founding the entire Cubist movement, the avant-garde art movement that changed forever the face of European painting and sculpture while simultaneously affecting contemporary architecture, music and literature. Subjects and objects in Cubism are broken up into pieces and re-arranged in an abstract form.



WECAMP CADAQUÉS - NEW

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WECAMP CABO DE GATA

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new. projects & news



Official representative for Adria Home in Croatia:

AMINESS AVALONA CAMPING RESORT *****

PAG ISLAND - POVLJANA, CROATIA

In the second half of this year, the project on the Rastovac peninsula will be completed. The Aminess Avalona Camping Resort will be a brand new five-star campsite in Povljana on the island of Pag. We will build a total of 296 different units, including standard MLine homes and all-new Sky Twin modular houses made according to customer specifications. The opening is planned for July 2023.

mobilnekucice.hr
Your address by the sea info@mobilnekucice.com



www.aminess-campsites.com

EXPLORING SERBIA'S FIRST GLAMPING PROJECT LALA VINEYARD AND INTERVIEWING CAMPING ASSOCIATION PRESIDENT

Serbian economy is developing and the tourism industry is following suit. What have been the most important changes in tourism in recent years and how would you interpret them?

In the past decade, Serbia has experienced a global trend towards outdoor tourism and experiential travel. Despite this, the country still faces challenges such as political issues, lack of competent assessments, and economic recessions that hinder tourism development. While infrastructure remains underdeveloped, it allows for preservation of natural resources and sustainability. As a small country, it's crucial to prioritize clean water, soil, air, and food. In this regard, it's important to promote sustainable tourism that emphasizes unique experiences rather than mass tourism.

What would you highlight the most in the tourist offer of Serbia? Are the regions developing equally? Which one stands out?

In the last few years, festival tourism has been popular in Serbia, but it has its drawbacks as it is seasonal. In my opinion, the emphasis should be on mountains, national parks, and beautiful villages that offer outdoor activities and homemade food throughout the year. While spa tourism in Serbia is still developing, Western Serbia stands out due to its natural beauty, infrastructure, and rich offer, making it an ideal destination for a vacation. On the other hand, Eastern Serbia is an exciting and undiscovered destination for those who enjoy exploring and do not expect Western European infrastructure. However, the regions in Serbia are not developing evenly, with some areas being more agile than others.

Who makes up the most of your guests (foreign or domestic)? What activities do you use to attract guests from foreign countries? How do you promote Serbia on a global level?

Regarding camping tourism in Serbia, both domestic and foreign guests visit equally. However, the organization responsible for promoting camping and caravanning, KAS, has limited resources to attract foreign visitors. They rely mainly on digital channels and a brochure that is distributed by the Tourist Organization of Serbia at European trade fairs. The budget for promoting Serbia as a tourist destination is insufficient, and despite the high demand for promotional material, there is a lack of

means to promote it, such as TV commercials and media campaigns in EU countries. Moreover, negative political news, like the reduced security on migrant corridors, has damaged Serbia's reputation as a safe destination for tourists. Therefore, there is a need for a better promotion system and a positive image of Serbia to attract more tourists, both domestic and foreign.

What are your thoughts on glamping and mobile homes as a way to attract and retain guests, especially considering their success in neighbouring countries like Greece, Hungary, Croatia, Italy, and Austria?

In my opinion, mobile homes and glamping are promising tourism segments that have potential to grow in Serbia. The country has many natural attractions such as rivers, lakes, nature reserves, and national parks, but lacks adequate accommodation infrastructure for higher-paying guests. While mobile homes are more attractive due to lower maintenance costs, I prefer glamping chalets made of natural materials. Serbia has the potential to become a high-quality destination for such accommodations, particularly in isolated areas without light and sound pollution. The development of tourism requires political will and road infrastructure, but it's important to preserve and nurture natural resources for future generations.

Could the Lala Vineyard Glamping Resort, the first glamping resort in Serbia, and the investor's plans for the Lala brand signal a shift in the tourism industry?

Nicholl Group's Lala Vineyard Glamping Resort is a great start and a sign of change in Serbia's tourism industry. It sets an example for the development of exclusive and high-quality glamping tourism, and its presence nearby can inspire new ideas and initiatives.

What changes are needed for tourism in Serbia? What are its strengths? And what will be its development in the next decade?

To improve tourism in Serbia, we need a solid marketing strategy, investments in road infrastructure, environmental protection, raising awareness about preserving natural resources, and education/training for tourism personnel. Ideally, smaller tourist units should be developed around attractive zones with a high level of service and a focus on reducing negative impact on nature and the environment.



VLADIMIR DJUMIĆ
President at Camping Association of Serbia



OLJA NICHOLL
CEO of Nicholl Group



“Olja Nicholl, CEO of Nicholl Group, sees a great opportunity for private investors in tourism development in Serbia. Despite the challenges caused by the Covid pandemic, the number of international and domestic travellers is on the rise, and the tourism offer is constantly growing. While further government support for glamping is needed, the success of Lala Vineyard glamping resort in Sremski Karlovci has shown the demand for luxury camping holidays in Serbia. This has sparked an interest in investors, and Nicholl Group, in partnership with Adria Home, offers a turnkey solution for sustainable agritourism glamping projects. Both Lala Vineyard and Lala Glamping brands are set for international expansion.”



JACK BOON: Celebrating a Remarkable Journey - Honoring the Retirement of Our Esteemed Partner

With respect and gratitude, we present one of our most valuable colleagues who, after many years of collaboration with our company, has decided to retire. Jack Boon has been an indispensable member of our team since the very beginning and has greatly contributed to our collective success through his knowledge and dedication.

As one of the first representatives and agents of the company, he has witnessed all the changes and challenges we have experienced over the years, demonstrating his ability to adapt

and think innovatively with each new hurdle. His expertise, experience, and professionalism have been invaluable to our business, as his approach has helped in the development of products and services that have enabled Adria Home to succeed in the market.

As he embarks on his retirement, we reflect on all the moments we have shared together and express our gratitude for his commitment, loyalty, and friendship. His contribution will forever remain in our memories and serve as an inspiration to all of us.





JACK BOON

Adria Home agent for the Netherlands

Can you share a little about your background and how you got started working with Adria Home?

I have started my career in sales after I have served 18 months in the Dutch army because of obligatory military service. I have been working for several companies and with several different products. I even worked for quite some time as an interior decorator combined with the sales of complete renovation of houses.

From sales representative in kitchen equipment to sales manager in garden furniture, I started in 1990 as director of marketing and sales at Kip Caravans, a famous Dutch brand of high-class caravans. I left Kip Caravans in 2000 to start as commercial director in the Vlaanderen Group, who was the importer of Adria caravans and camping cars for Benelux and Germany.

That was my first contact with Adria. At that time still a B brand in the industry. That was when I met Djurdja Pehnc, manager at Adria Mobil, who would play a big role in the start of my relationship with Adria during the years to come.

Because in 2008 Djurdja called me (I was working as interim director in a company) and asked me if I would be interested to join her in the Spanish company Sun Roller, who was recently bought by Adria Mobil. I have been there for almost a year, followed by a couple of months in Sun Roller Črnomelj.

I was infected by the mobile home virus and from 2009 I went back to the Netherlands to work as an agent for Sun Roller, mostly for the contact to tour operators and country dealers. And when Sun Roller became Adria Home, I went along. During the years a lot of things changed, managers came and went, but in time Adria evolved from a quality brand into the present brand of modern, luxury and quality products.

What have been some of the biggest challenges you have faced in your career and how did you overcome them?

The biggest challenge in my career was when I was forced to leave a German company, where I was

responsible for the business in the Netherlands, after a disagreement with the management in Germany. I have been unemployed for about 2 months, when I started my own consultancy company (which I still have). I needed to start from scratch but succeeded in no time.

How have you seen your field evolve over the years and what do you think the future holds?

The evolution in camping industry has been huge in the last 15 years. More and more people did not want to own a camping product anymore but started to rent. And especially mobile homes became very popular. Also, the campsites saw this was happening and invested a lot in renovating a campsite into a holiday park with more and more rental products, like mobile homes and tents. The tour operators became very important in this growth. They had the power, the marketing tools and investment capacity to help the campsite in this renovation.

The future is difficult to predict, it depends on so many external factors (look at the Covid pandemic and the Ukraine war), but people will always have the need to go on holiday. Even now as I write this in February 2023, the bookings are very good and much better than the past 5 years.

Tour operators will always stay important, because of the huge marketing impact and holiday parks and campsites have the land and the facilities to be interesting for vacationers.

Also, now the ownership of holiday products is growing again (holiday homes, mobile homes, caravans and camping cars) partly as (private) investment for the future.

Can you talk about a project or accomplishment that you are most proud of?

So many projects that I am proud of, my first house renovation that I designed, the 300% growth of turnover with a project I was responsible for, to achieve a great brand awareness with a clever marketing strategy and become the

face of this brand I was working for, to create a big network of people and companies during my time in the leisure industry. The last achievement I am proud of is the sales of 328 Adria units this last year.

How have you balanced your personal and professional life throughout your career?

I am happy to be married (already for 49 years) to the most supportive wife a man could wish for. She supported me already at the start of my career. She even sacrificed her own career as a bank manager to be at home with the children when they were young. Even when I went to Spain and Slovenia, she supported me and took care of everything at home. And now, already for many years, she is living her dream as owner of a fashion shop.

I even had the opportunity to study in my free time. I got my master; I studied French and Spanish and did some marketing studies. Besides that, I played football on a high amateur level and did a lot of volunteer work and still do. And during my whole life I sport quite a lot as for example now I do 10.000 kilometres per year on my road bike.

So, thanks to my wife I am where I am now. And also, we have a lovely family, great children, grandchildren who I love so much and despite my absence now and then we are very close as a family.

Can you talk about a mentor or someone who has influenced you significantly in your career?

The persons who had a significant influence on my career are, in the first place my father-in-law, he saw my potential in sales. Secondly, I had a great mentor in the CEO at Kip Caravans, he taught me the skills of outstanding marketing. In the third place Djurdja Pehnc of Adria who gave me the chance to start a wonderful time in the Adria company. Last but not least I am grateful to the current team in Adria Home, especially Uroš Mavretič, for the support, the trust and the friendship.



What advice would you give to someone just starting out in your field?

The advice I would give to someone who is starting in my field is:

Everyone in the process of a product is important. You cannot have a good product without the one who creates, or who invests but you are also depending on the skills of who is on the production line or who is working in the back office. You need to give proper credit to everyone who participates in the process.

It is also important to be always yourself and not creating a character. Take customers seriously and imagine yourself in the shoes of the customer when there are issues to solve.

Always think of how the end user will experience the product you have sold. Be a user yourself.

Create a network of business partners.

What do you consider to be your biggest contribution to your field?

My biggest contribution to the field?

I hope people think of me after my retirement with respect and that I always tried to serve both sides, the company, and the buyer.

I also hope that I have inspired and motivated people I have worked with.

Looking back on your career, is there anything you would have done differently?

There are so many things I would do different when I could do it again, but you will never know what the consequences would have been for your life or your career. I am happy with the way it turns out and never regret choices I have made.

JACK BOON

Adria Home agent for the Netherlands







CARAVAN SALON, Düsseldorf 2022

We started our trade show activities right after our collective vacation in Germany, presenting ourselves alongside our representative Daalman GmbH at the Caravan Salon in Düsseldorf. Our booth was designed in a standard format and was part of a group presentation under the BVCD association, which promotes camping tourism in Germany.

16TH CROATIAN CAMPING CONGRESS, Šibenik 2022

The congress took place from November 8th to 10th at the Solaris resort in Šibenik. Following last year's highly successful event at Terme Tuhelj, this year's congress was also very well attended. About 340 participants listened to approximately 15 lectures over two days. We presented our novelty, the Tiny Home, which was very popular as the concept of "micro" living in tourism on the Mediterranean market is still quite unknown.



RECREATIE VAKBEURS, Hardenberg 2022

We ended the trade show season in the Netherlands, where we presented ourselves for the first time at the Recreatie Vakbeurs fair in Hardenberg. This is the most important B2B event, which was record-breaking in attendance this year. We also organized this fair in cooperation with our German representative, Daalman GmbH. We presented the Aurora Twin 806 F31T and the Tiny Home Romantic and received praise from the organizer for the best presentation space or booth.

VISIT OF THE GERMAN CAMPSITES ASSOCIATION BVCD

From October 10th to 13th, 2022, we hosted 29 members of the Association of German Camps in Slovenia, which connects campground owners in the federal state of Baden-Württemberg. Thomas Meyer from Daalman GmbH, our representative for the German market, also joined them. The main purpose of the visit was to introduce the guests, campground owners, to the way Slovenian campsites operate and to take them through as many different Slovenian campsites as possible to show them the diversity of the camping offer in Slovenia.



ADRIA Holidays

Adria Holidays offers 20 years of experience in providing exceptional holiday destinations, giving you the opportunity to experience the ultimate summer getaway.

Adria Holidays offers a wide range of camping and glamping sites featuring Adria products all over the world. Through our global sales and

marketing platform, our partners can benefit from online reservations through our website, and our commitment to excellence ensures significant return on investment.

Partnering with Adria Holidays can provide benefits such as increased visibility among our loyal and active members.



KARMEN KALIN
Booking and Marketing department



Boost your sales!

ACCESS | EXPOSURE | PROFITABILITY | PROFESSIONALISM | CREDIBILITY | MARKETING



#ADRIAMOMENTS

JOIN THE FUN AND WIN BIG:
PARTICIPATE IN OUR WEEKEND GETAWAY COMPETITION.



#adriaholidays

20 YEARS OF EXPERIENCE

How does Adria Holidays fit into the vision of Adria Home?

Adria Holidays is successfully fulfilling its purpose by utilizing various online communication channels to promote Adria Home products placed in resorts and destinations of our clients. Through our marketing exposure on social media and other platforms, we not only showcase our products but also allow customers to arrange bookings online and enjoy a unique leisure experience.

As a part of the comprehensive One Stop Shop solution, Adria Holidays helps our partners and clients increase their sales through our effective marketing strategy. With our overall marketing services, we provide added value to the Sales and Marketing Department of Adria Home.

What are the benefits of partnering with Adria Holidays?

The benefits include having your property listed and exposed on our website in multiple languages, high visibility to a large and loyal customer base, exposure on social media platforms, newsletters, brochures, and fairs. Adria Holidays also provides online reservation services to make booking easy and convenient for customers.

How does Adria Holidays stay up-to-date with travel trends and customer preferences?

We work closely with the Sales and Marketing Department to stay up-to-date with the latest market trends in modern holidaying. We conduct thorough research and familiarize ourselves with the location of any new resort that we add to our site. We continually update our online offerings for the presented resort, refreshing them with regular campaigns to keep them appealing to customers.

Our experienced team is committed to providing excellent communication and booking services to our customers. We offer expert guidance and advice based on over 20 years of experience, ensuring that our customers have a unique and enjoyable vacation experience.

ADRIA HOLIDAYS
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07 35 69 300, info@adria-holidays.net
www.adria-holidays.net



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#adriaglamping }
community!



FOLLOW US
FOR NEWS AND PREMIERES, TRADE SHOWS,
FOR PRODUCT PRESENTATIONS AND
PROJECTS FROM AROUND THE WORLD.





Adria Home is on YouTube!



YouTube

Check out our YouTube channel for exciting content and product showcases, including the highly sought-after Aurora Twin all-season mobile home. We have new content planned for 2023, so stay tuned!



Virtual tours!

Virtual tours have proven to be an effective tool for showcasing our products, and we have been utilizing them since 2018. With each new season, we add more walkthroughs, and so far we've presented over 50 products from all of our product groups. These tours have already garnered over 400,000 views, demonstrating their popularity. All our virtual tours can be accessed via a QR link on our website.



Virtual



EXPANdING

the global dealer network

27
26
dealers in
countries

Adria Home delivers inspired projects featuring innovative, top-quality products in various parts of the world. Customers can trust Adria's extensive network of over 27 dealer points for exceptional service. The company primarily collaborates with independent dealers, local entrepreneurs, and companies, providing them with the necessary know-how, systems, and training to offer customers premium service.

 20
YEARS
OF EXPERIENCE

 320
EMPLOYEES

 30
COUNTRIES
PRESENT

 500
TRUSTED
CAMPSITES

 1.700
PRODUCTION
CAPACITY

 20.000
UNITS
SOLD

ADRIA

Adria Dom, d.o.o.

20⁰³₂₃



#adriahome
#adriaglamping

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